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ESSENTIAL OILS

JUNE 1957

THE MAGAZINE OF TASTE AND SCENT



Bay Oil . . . Page 27

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Aromatic Aldehydes . . .

Page 31

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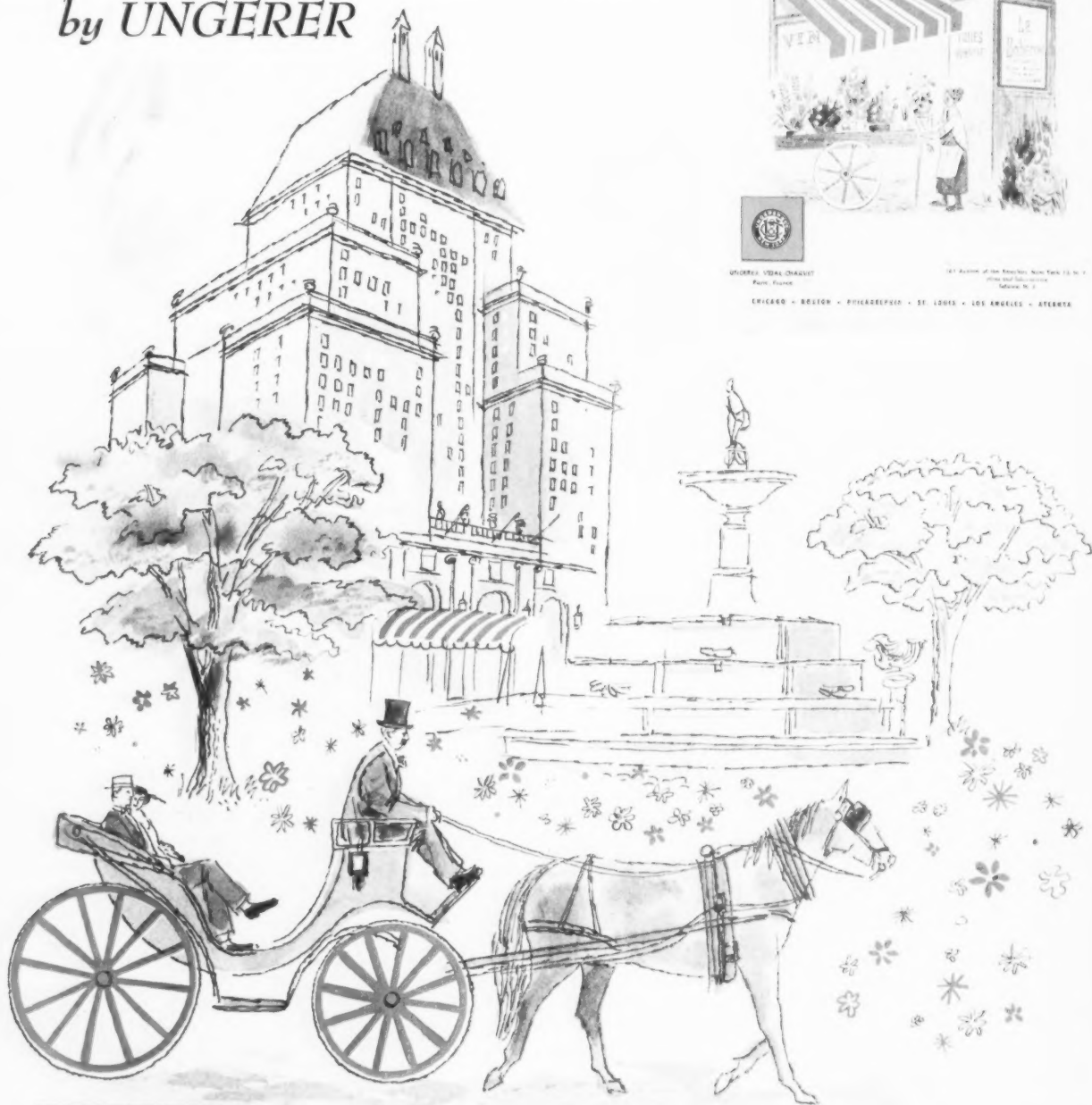
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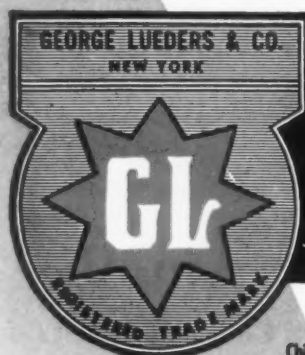
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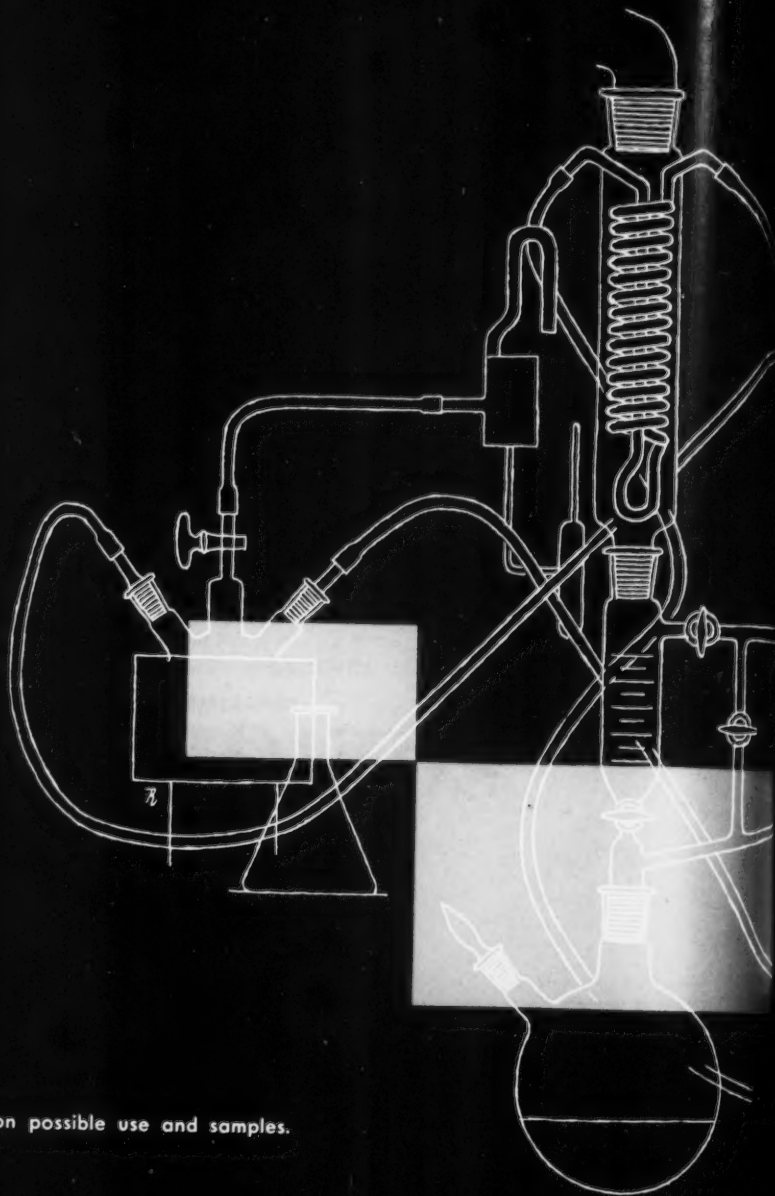
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# AERO SCRIPTS



Jack Pickthall\*

Column writing seems to be an exacting kind of business, as one must be continually seeking for material. One important aspect will always be the discussion of published work and one of my real headaches is the time-lag in receiving American journals. Aerosol articles from these publications come thick and fast, some which take a lot of space to say little, but many of outstanding quality.

It would be a natural thing for any writer to discuss at some length the contribution by the American Perfumer as witnessed by their January edition. To gather together in one journal such a galaxy of writers, was a real achievement. Foresman's general introduction is excellent and full of helpful tips and advice. His remarks on the advisability of approaching a contract loader when considering a venture into the Aerosol field, were brought home to me only last week. A director and the chief engineer of a famous perfumery house came to see our Aerosol laboratories with a view to deciding whether or not to install their own filling equipment. I think they will remain with their present fillers for some time yet. Foresman's remarks on the need for an adequate testing period are worth re-emphasising. I have recent evidence of this. A product was rushed out with little consideration of corrosion dangers. The preparation—an alcoholic perfume, was packed in Aluminum and met the fate of withdrawal from the market on account of rapid corrosion of the pack. The container had been lacquered to prevent attack by the alcohol but the formula contained diethylphthalate, which dissolves the lacquer with great rapidity. On a second occasion, we were asked to check a similar type of preparation which was just about to be launched. One week of laboratory work was sufficient to prove that corrosion of the container was inevitable.

I have previously mentioned my envy of the official bodies which guard and direct American Industries and whilst no announcement has been made, I have wind of an attempt to harness Aerosol products to an official packing institute. It would be a tremendous advantage to

people in this country if they were able to place their troubles before a body like the American C.S.M.A. which reminds me that this association has written to both Freddie Wells (S.P.C.) and myself with regard to my 'Unprotected Glass Aerosol' article. This article has aroused a great interest and has been very well received. Reed very neatly summarizes the propellant position. I particularly liked Di Giacomo's formulation chapter, especially the part on powders. Further to his remarks on iso propyl myristate to reduce irritating properties in insecticides, we have found castor oil to be superior in this direction to all other materials tried. One can only agree with the emphasis placed on the importance of the valve by Campbell. I still find excellent products well packed which give poor or erratic spray performance, due to valve failure. Nothing could kill this still new industry quicker than the frustration caused by repeated attempts to get the Aerosol to function. In many cases the only reason for using a pressure-packed product, lies in speed and ease of operation. If you so much as slow down the process, your selling-point has gone.

Tillotson's chapter on containers and his comments on internal lacquering brings to mind a fact we often find in the laboratory, but which I have not seen mentioned in print. We have found that when a certain type of product is filled in lacquered metal, corrosion occurs when the filling has been made by the cold process are in contact with the metal.

Not unnaturally, I was particularly interested in Lann's Glass and Plastic container section: interested to note that between 85 and 90% of the U.S. glass bottles are plastic coated. I am hopeful that England at any rate will make their figure 100% coated. I have had one or two recent enquiries for method and details of perforation of plastic coatings. In our own experience, the pre-perforation does not seem necessary as the splinters of broken glass perform this function. However, one Filler I know tells me that they experienced isolated cases where the glass has not shattered but has broken into several large pieces. In this case, there has been no perforation of the coating which has simply ballooned and finally burst. He doubts

whether there would ever be any danger due to flying glass but is afraid that the person who has dropped the bottle may be tempted to bend down to pick it up. In this case, he or she may well receive the full force of the contents in the face. This seems an extremely good point and worth considering.

Makers of plastic coatings tell me they do not perforate the coatings themselves because when the bottles are immersed in hot water during leak tests, the water tends to be sucked under the coating through the perforations. They therefore prefer to leave the perforation to the Fillers. They suggest the perforations are desirable to avoid the risk of the coating being blown away from the neck of the bottle. They favor either small perforations every half inch around the periphery of the bottle, or about three holes of about on-sixteenth of an inch diameter. One of our most important Fillers suggests that it is not necessary to actually punch the holes but to simply pierce the coating and they make four such perforations at the bottom of the bottle and another four near the neck. These punctures are spaced out so that there is an even spread of eight holes.

We were particularly interested to read that the Chemical Specialties Manufacturers' Association have, through their Aerosol Scientific Committee, set up several sub-committees to study the fragility of glass bottles and their potential hazard of breaking.

Whilst admiring Shifftan's section on perfumery problems, I would not agree with all his points of view. For instance, his suggestion that in most cases the same fragrance is better preserved in an Aerosol than in an ordinary perfume or cologne, does not match up with our experiences. The odds against this being the case are considerable. I am, of course, presuming the means that in most cases you can safely put a conventional perfume into an Aerosol and expect better results. If you have specially made a perfume for your Aerosol, then that may be another matter. Also, one can make a case both ways for the presence or absence of water in an alcoholic perfume. The argument surely is that the perfumer can and does produce a cologne which is not subject to oxidation in the presence of water. I thought that A. Dingfelder in the January edition of Soap and Chemical Specialties gave an excellent review of the position.

I was pleased to see the Aerosol Age notes on Mr. H. R. Shepherd. We remember his stimulating introduction to Aerosols given to our Cosmetic Society some years ago.

Our laboratories devote a considerable share of their time to emulsion problems and research and it is natural that Aerosol emulsions come into their activities. For this reason I thoroughly appreciated Foreman's "A Look at Emulsion Aerosol Sprays" in the Aerosol Age. Whereas O/W emulsion in Aerosol form present little or no difficulty (by which I mean difficulty of formulation) I have found the W/O type extremely difficult to produce in an acceptable form. I hope to enlarge on this subject sometime in the future.

\* Chief Chemist, Polak & Schwarz, England, Ltd.

**I** WENT along to the Packaging Exhibition held at Olympia, London, mainly to have a look at any aerosol products which might be on show. There were only three firms exhibiting—two contract fillers and one container manufacturer.

The latter were the Metal Box Co. Limited and they were featuring a capping machine for one inch diameter aerosol cans. Experts were available on the stand to discuss aerosols in general. They were showing examples of the containers they produce and products already on the market in aerosol form and which were packed in their containers.

Messrs. Safca had a very attractive stand and of course, the whole emphasis was on aerosols. They were showing a comprehensive range of products from perfumes to paints, together with aerosol valves. They were highly delighted with the many genuine enquiries. Their estimated filling figures for 1957 against 1956 were quite staggering. They felt that the interest shown by visitors confirmed the optimistic view they hold for aerosol products in the U.K. I was interested in their comments to the effect that the future of the industry lay in the mass production of insecticides and room deodorants but great interest is being shown in the packaging of specialized products. As far as perfumes are concerned, they feel nothing sensational will be done until the metering valve is available. As well as packaging of conventional products, these people have specialized in the filling of industrial paints, lubricating oils, rust preventatives

and flaw detection inks, and spoke of the success of the latter. They were impressed with the interest shown by visitors to the stand featuring pharmaceuticals. Already packed by them are Chloromycetin tincture for foot-rot in sheep (on veterinary prescription only) and antiseptics for sores and cuts on cattle. Both these are tin metal packs. In glass, Hydrocortisone has been packed and is for hospitals and clinics only.

Messrs. Midland Aerosols Limited, who in addition to being contract fillers, also supply cans and valves, had an extensive exhibition of the products they are now packing with a hair lacquer and shaving-cream very much to the fore. They were showing a very comprehensive range of products from high-class cosmetics, right down to the more utilitarian oven cleaner. They thought that the interest shown in aerosol packing, as judged by enquiries on the stand, were quite remarkable. There seems no doubt that far more people have become interested in this new method of packing as a result of increased advertising during the last year. They were impressed with the considerable range of enquiries they had received and mentioned specifically, fire extinguishers, insecticides, air purifiers, protective lacquers for chromium plating, hair lacquers, shave-creams and hand creams. They were kind enough to inform me that their production for 1956 was very much above their expectation and that the indications for 1957 were very much more than hopeful.

## Aerosol Notes

David R. Bagenstose, former sales manager of International Resistance Co., has joined Thomasson of Pa., Inc., aerosol packagers, as vice president and general manager.

A series of special flavors formulated by Givaudan Flavors Inc., to give the best propellant-syrup solubility and complete evacuation are available to companies interested in pressure packed syrups for soft drinks or toppings. The flavors have been tested for stability and include wholly natural products as well as blends of true fruit extracts with synthetic aromatics. Full details, samples and suggested formulations will be furnished by Givaudan Flavors, Inc., 330 W. 42nd St., New York, 36, N. Y.

Aerosol Round-Up is the theme of the second issue of *Standard News*, published by Standard Aromatics, Inc. released this month. In this bulletin, the results of a survey of new merchandising plans

in the field of aerosols are summarized. Products that are studied in the bulletin include depilatories, deodorant foams, sachet sprays, cedar sprays, non-toxic insecticides, charcoal igniters, window cleaners, and other chemical specialties and cosmetics now being formulated in aerosols. In the bulletin suggestions are made with regard to types of fragrances, spray characters, choices of propellants, and other characteristics of the products discussed. Among the ideas discussed are the reuse of parts of the purse-size perfume sprays; the use of a duo package for closet products consisting of a cedar aroma in one can and a mothicide in the other; the cooling effect in foot sprays obtained with a minimum of ethyl alcohol; and solubility problems encountered in lavender sachets. With regard to the sachet sprays, the bulletin characterizes lavender as "a fragrance of pleasant association but not quite universal appeal," and suggests that "light florals, eau de cologne types, and floral-Oriental blends all harmonize well with this product."

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## MINUTE NEWS . . .

### **Revised Excise Code Ready for Action by House**

A voluminous rewrite of the excise tax collection procedure which was approved by the Ways and Means Committee of the House of Representatives will come up on the floor of the House where little opposition is expected. The Senate Finance Committee may not be able to act on the matter if Senator Byrd holds hearings on the technical changes that are involved. The bill represents a revenue loss of about \$15 million through changes in the mechanics of tax collection. Thus, for instance, it proposes that clocks that are sold as part of radios, ranges and other items be taxed at the manufacturer level as part of the over all appliance rather than separately at retail as is now done. Another provision would extend the present eight year tax-free bonding period for distilled spirits to 20 years. The House is expected to take up the bill early in June.

### **Monsanto Assigns Trade Marks & Sales of "All" to Lever Bros.**

As a result of an agreement with Lever Bros. Co. the Monsanto Chemical Co. has completely withdrawn from the sale of detergents in the consumer field. It has assigned the trade marks and franchise to market "All" the synthetic detergent for washing machines to Lever Bros. Co. In addition Lever Bros. Co. has also taken over fluffy "All" and dish washing "All." Monsanto will continue to manufacture the synthetic detergents and full marketing responsibility will be assumed by Lever which up to now has not marketed a suds powder detergent. Employees of Monsanto's consumer products division have been invited to join the Lever Bros. organization.

### **Yardley Reaffirms Confined Franchised Dealer Policy**

Yardley of London Inc. has reaffirmed its traditional policy of confining the distribution of its perfumes and toiletries to a limited number of selected franchised dealers in order to help them do an even more profitable business and to capture a larger share of the growing market for Yardley products. The foregoing was brought to the attention of its franchised dealers by letters in connection with the granting of an extra 5% discount in addition to the standard Yardley trading terms. Now Yardley will grant its retailers an extra 5% discount on all net orders of \$100 or more in addition to the company's standard trading terms of 33 $\frac{1}{3}$ % and 5% f.o.b. Yardley warehouse.

### **Standards for Evaluating Antiperspirants and Deodorants**

A subcommittee of the Society of Cosmetic Chemists recently met in the offices of van Ameringen Haebler to discuss standards for evaluating the effectiveness of antiperspirants and deodorants. The group consisted of research and cosmetic chemists from 16 interested companies. Under the chairmanship of W. G. Fredell of the Warner-Lambert Pharmaceutical Co., the group has been working on this problem for some time. A definition of terms relating to odor level determinations was agreed upon. The group believes that industry will have this laboratory tool as a better guidepost for evaluating products of this type. A procedure is being prepared and will be distributed to all companies interested in the problem.

### **Dow Aromatics Dept. Sold to S. B. Penick & Co.**

S. B. Penick & Co. has acquired the aromatic chemicals compounding dept. of the Dow Chemical Co. and will manufacture and market all aromatic blends formerly made by Dow. The present staff will be retained by Penick. The entire physical inventory of merchandise and equipment, formulas, trade names, trade marks and patents relating to the compounding division were purchased by Penick. For the present operations will continue at the Jersey City, N. J. location. All correspondence, inquiries and orders should be addressed to S. B. Penick & Co. Aromatics Compounding Dept., 50 Church St., New York 8, N. Y.

**Study Shows Stannous Fluoride  
Toothpaste Cuts Decay 35%**

A reduction of 35% in tooth decay by the uninterrupted use for one year of a toothpaste containing stannous fluoride has been reported by Dr. William A. Jordan and Dr. John K. Peterson, chief and assistant chief of the Dental Division of the Minnesota Department of Health following a carefully controlled clinical study in Bloomington, Minn. Findings from the one year clinical study of third and fourth grade school children showed that those who used a dentifrice containing stannous fluoride developed 35% less decay than those who used ordinary toothpaste. A full report of the study appears in the May issue of the Journal of the American Dental Assn.

**Buying from a Show Window  
by Spinning a Dial Tried Out**

It is possible to make purchases direct from the show window while one is standing on the sidewalk by means of a vending device that operates electrically. The selection of the article one desires to purchase is made by rotating a dial. A coin is inserted and the purchase is delivered. If the item is out of stock another item may be selected or the money will be returned automatically. One such device is attracting much attention at 11 E. 42nd St., New York City where Loft candy is sold in this way at any time of the day or night. It handles packages in relatively large size ranges at prices up to \$2.

**Cetyl Alcohol to Prevent Water  
Evaporation in Reservoirs**

In order to reduce evaporation from reservoirs and other bodies of water by coating the surfaces with monomolecular chemical films formed by such substances as cetyl alcohol the experiments in 1943 of General Electric Co. scientists are to be tried out this Summer on a wide scale. The U. S. Public Health Service is sponsoring the work. Cetyl alcohol is the most promising chemical tried to date. A raft with gauze doors is used for spreading cetyl alcohol in pellet form over the surface of a lake. Study is to be made as to what substances will form monomolecular films over water so tightly as to allow dew to condense on top of them. Experiments in Australia, Great Britain and elsewhere indicate that cetyl alcohol is completely safe, has no detrimental effect on biological life in the water and doesn't inhibit transfer of oxygen to and from the air. How well the films will stand up when battered by winds and means of controlling bacteria attracted to fatty alcohols such as cetyl alcohol are problems to be studied.

**Chicago Chapter of S. C. C.  
Makes Television History**

The Chicago Chapter of the Society of Cosmetic Chemist under the auspices of Station WTTW, Chicago, presented last month a half hour program which attracted wide attention. It was one of a series being sponsored by the Chicago Technical Societies Council and a panel of four experts took part in the program. Gus Kass, director of research of Lanolin Plus Inc. talked on the theory and chemistry of hair waving solutions and discussed the principles of emulsifying agents and their use. Interesting visual aids were employed to make the presentation clearer and more attractive to the viewing audience. George Kolar, former president of the national Society of Cosmetic Chemists and president of Kolar Laboratories discussed modern shampoos with emphasis on their advantages over older products. New developments in pressurized packages for cosmetics were discussed by Gene Rose of the Gene Rose Co. Dr. William Colburn, consulting chemist introduced the speakers and acted as moderator during the discussion.

**Castor Oil Supply Ample Says  
Head of Leading Producer**

Enough castor oil will be available to meet all of the world's requirements according to a statement by Eric G. Orling, president of the Baker Castor Oil Co. Castor Oil is an important constituent of lipsticks and is an important constituent of transparent soap and is made use of in the formulation of hair fixers and otherwise. Answering the report of the Business and Defense Services Administration which predicted a world shortage Mr. Orling pointed out that the effect of accelerated production of castor beans in the United States, the importance of interplanted Indian crops and the increasing production in certain foreign areas were ignored in the report.

**Lotion Most Satisfactory  
in Skin Treatment of Acne**

A lotion containing a combination of the antibiotic neomycin and the hormone hydrocortisone was reported by Dr. Beatrice Kuhn, acting chief of the Department of Dermatology and Syphilology, McMillan hospital, Charleston, W. Va. to have given excellent or good results in 95% of a group of 116 patients with acne vulgaris treated for nine weeks or longer.

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# Chemical Abstracts

**Surface Active Agents Containing Polyoxyethylene or Polyoxypropylene Group, Detection of.** M. J. Rosen. (*Analyt. Chem.*, 1955, 27, 787). It was found that all types of compounds containing the polyoxyethylene group could be detected by pyrolysis in 85% phosphoric acid, the volatile products being led into an aqueous solution of sodium nitroprusside containing a water soluble secondary amine, such as diethanolamine; under these conditions the polyoxyethylene group decomposes to yield acetaldehyde which produces a blue colour with the sodium nitroprusside and the secondary amine. The test could also be used to detect the polyoxypropylene group; here the polyoxypropylene group decomposes under the conditions of the test to yield propionaldehyde (which can be isolated as the 2:4-dinitrophenylhydrazones from the water soluble fraction of the pyrolysis products) and its polymers, which produce orange colours with sodium nitroprusside and diethanolamine. Positive results were obtained in the presence of the ester, alkylaryl, sulphide, sulphate, sulphate, amino, amido and phosphate groups. Glycerides interfered under the conditions of the test, decomposing to acrolein, which also gives a blue colour with sodium nitroprusside and diethanolamine. Colours are described for a large number of surface active agents. *Thru J. Pharmacy and Pharmacology*, 8 57(1956).

**Emulsification with Ultrasonic Waves.** I. Harold M. Beal and Donald M. Skauen (Univ. of Connecticut, Storrs). *J. Am. Pharm. Assoc.* 44 487-90(1955).—The choice of an emulsifying agent is governed by its stability to ultrasonic energy. Two types of chambers were most suitable—a cellulose acetate chamber and a Pyrex test tube fitted with a brass diaphragm. Orientation of the exposure chamber is important. A distance of an exact no. of half wave lengths between the bottom of the chamber and the crystal delivers max. acoustical energy to the contents and gives the best emulsification. II. *Ibid.* 490-3.—Hard soap, U.S.P., was the best emulsifying agent of the 6 tried, followed in order by polyethylene glycol 400, monostearate, polysorbate 80, acacia, Na dodecyl sulfate, and tragacanth. *Thru C.A.* 49, 15179h

**Identification of Some Volatile Constituents of Concord Grape Juice.** Robert W. Holley, Brigitta Stoyla, and Ann D. Holley (N. Y. Agr. Expt. Sta., Geneva). *Food Research* 20, 326-31(1955).—A procedure is described for the identification of volatile constituents of fruits starting with as little as 10 kg. of fruit. The following substances were identified: EtOH, MeOH, MeOAc, EtOAc, AcH, acetone, AcOH, and Me anthranilate. In

addn. to these compds., the presence of at least 1 unidentified,  $\text{CHCl}_3$ -extractable constituent was established. If the Concord grape juice essence or the flash vacuum distillate is extd. with  $\text{CHCl}_3$ , and if the  $\text{CHCl}_3$  soln., after it has been washed with acid to remove Me anthranilate, is evapd., a small amt. of oil is obtained. The odor of the mixt. of this oil with synthetic essence at the rate of 0.02 mg. per ml. closely resembles the odor of natural Concord grape essence. The compn. of this oil is under investigation. *Thru C.A.* 50, 502i

**The Evaluation of Antibacterial Tests with Surface Active Substances.** G. Gillissen (Univ. Mainz, Ger.). *Arzneimittel-Forsch.* 5, 460-3(1955).—Assaying of the antibacterial action of surface-active compounds is discussed. The antibacterial action of tyrothricin (I) is influenced by the presence of surface active agents. Cationic compds. like cetylpyridinium chloride have a synergistic effect on I against gram-pos. and -neg. bacterial. Tween 80 inhibits the activity of I, and the anionic compd., nekal, has no influence. (*C.A.* 49, 16065f)

**Rancidity of Cosmetic Creams.** A. S. Moldasckaya and E. S. Dmitrieva. *Masloboino-Zhirovaya Prom.* 20, No. 5, 18-20(1955).—The effects of light, air and of added eugenol-contg. essence alone or together with 0.1% propyl p-hydroxybenzoate, 0.15% Na benzoate (I) 0.3% cinnamic alcohol (II), 0.05% citric acid, and 0.1% ascorbic acid on the stability and odor of cosmetic cream (III) made of almond, apricot, and peach-pit oils have been investigated. The data show that without added antioxidant III and these oils can be successfully stored for 6 months' storage in the presence of added I and II only. *Thru C.A.* 49, 16355g

**Cleaning Compositions Containing Tarnish Inhibitors.** Edgar E. Ruff (to Lever Bros.) U.S. 2,733,215, Jan. 31, 1956. Tarnishing of Cu and Cu-Ni alloys, e.g. German silver, by anionic and nonionic synthetic detergent compns. contg. polyphosphates is prevented by the presence of about 0.13% of a Na, K, or  $\text{NH}_4$  salt of a hydroxamic acid. CA. 40, 3769 of 9-15 C. atoms. *Thru C.A.* 50, 6821f

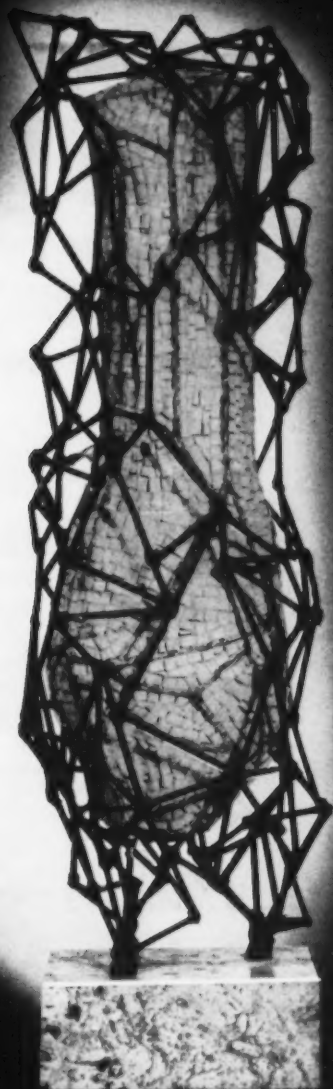
**Studies on the Toxicity of Acetoglycerides.** Anthony M. Ambrose and Dorothy J. Robbins. Pharmacology Section, Western Utilization Res. Branch, Agri. Res. Service, U. S. Dept. Agri., Albany 10, Calif. *J. Am. Pharm. Assoc.* 45(5), 282-284(1956). Results of studies are presented on the toxicity of two "acetoglycerides" (acetostearin and aceto-olein),

administered by various routes to albino rats, rabbits, and guinea pigs. No toxic effects were observed in rats receiving single oral doses of 4 Gm./Kg. nor in rats consuming diets containing 5, 10 or 20 per cent of the acetostearin for fourteen weeks, nor in rats on diets containing up to 4 per cent acetostearin or 1 per cent aceto-olein for fifty-seven weeks. No blood changes or major histopathological visceral damage were observed in rats used for the subacute and chronic toxicity experiments. Hypoplasia of the testes and suppression of spermatogenesis, which were observed with the acetoglycerides, are considered to be due to other factors. Acetostearin administered intravenously, in rabbits, in doses of 80 to 100 mg./Kg. daily for fifteen days was nontoxic, had questionable effect on clotting time, and was completely removed from circulating blood within thirty minutes. Daily injection of guinea pigs with 4 ml. of a 30 per cent emulsion for forty-five days produced no local or systemic reactions. No sensitization or allergic responses were observed in guinea pigs.

**Determination of Hexachlorophene in Liquid Soaps.** Richard F. Childs and Lloyd M. Parks. (School of Pharmacy, Univ. of Wisconsin, Madison) *J. Am. Pharm. Assoc.* 45(5), 313-316(1956). A differential spectrophotometric method of assay for hexachlorophene in liquid soaps has been developed. Measurement of the absorbance, at 312 millimicrons, of a dilution of the sample at pH 8 in the solute cell vs. the same dilution at pH 3 in the solvent cell of the spectrophotometer eliminates irrelevant absorption due to the soap base and permits assay of the sample without removal of the soap. The method is proposed for assay of the U.S.P. XV hexachlorophene liquid soap.

**Soya Phytosterols.** A. Matagrini. *Mfg. Chemist* 26, 201-2(1955).—Soya phytosterols have some properties similar to those of animal sterols such as cholesterol, but are less expensive. They could be used in cosmetics, soaps, ointments, and as vehicles for sulfonamides and insecticides. Phytosterols are easy to use in water-in-oil or oil-in-water emulsions and might prove suitable for textile-finishing emulsions, tanning compds., and various surface-active agents. *Thru C.A.* 49, 11951e

**Hiding Power of Organic Pigments.** Shinji Sakuma (Yamamoto Chem. Research Inst., Osaka). *J. Chem. Soc. Japan, Ind. Chem. Sect.* 58 416-18(1955); cf. preceding abstr.—Eight kinds of lake pigment (Lake Red, Lake Red D, Permanent Red 4R, Permanent Red 4B, Lysol Red, and 3 kinds of methylviolet lake) were examd. for d., particle size, and hiding power (Pfund cryptometer) of pigment ink. The highest hiding power was observed at the pigment with particle size comparable to the light wave length. The longer diam. of rod-shape crystals controls the hiding power; the ration of longer diam. to shorter diam. was parallel to the hiding ability. *Thru C.A.* 49, 15256e (1955).



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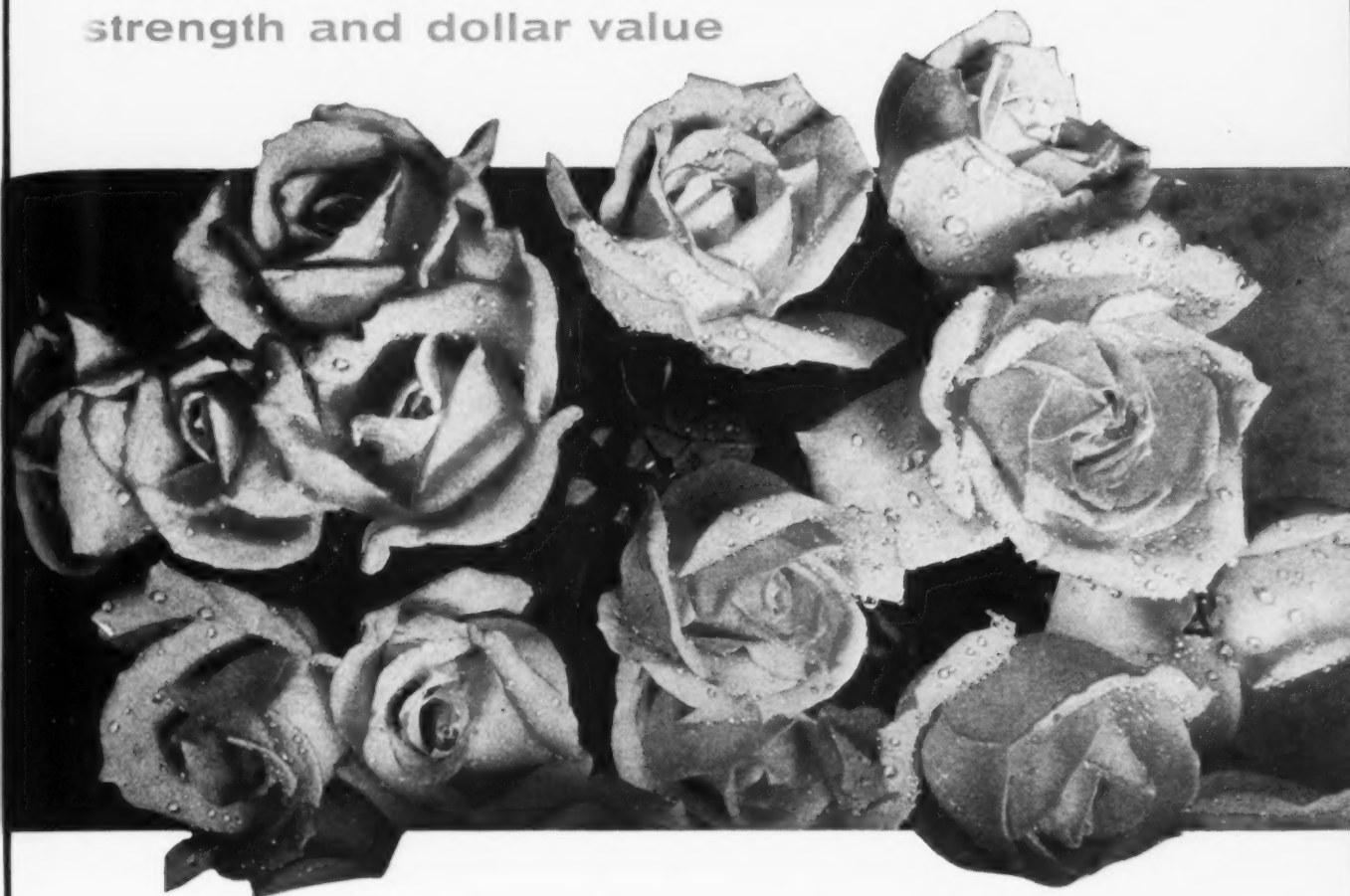
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# I-Quiz

## This Month's Quiz Master



**Dr. Robert H. Marriott**

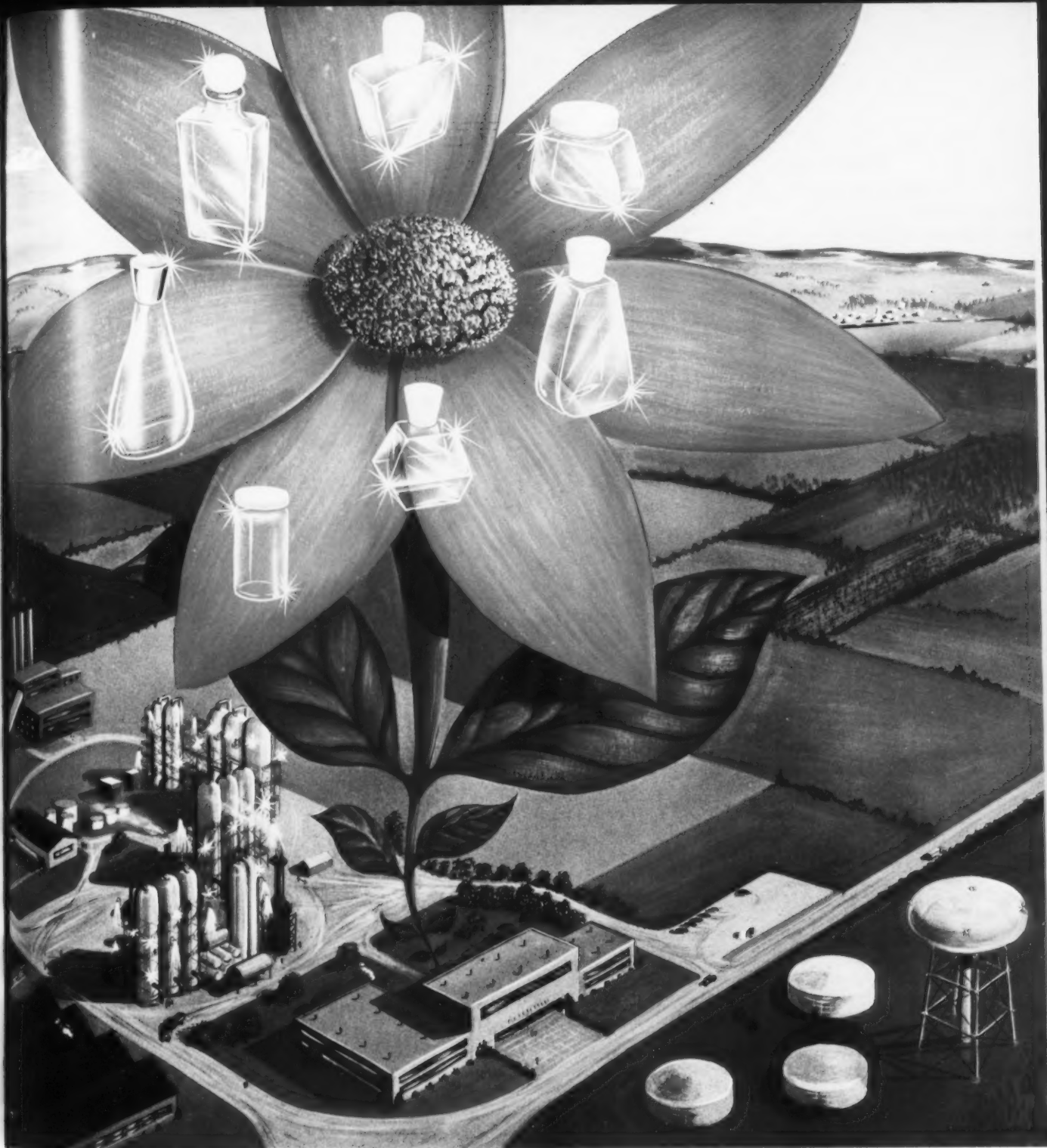
Director of Products Research  
County Laboratories, Limited  
Stanmore, Middlesex, England

**QUESTION I.** *There are independent articles on the value of thioglycerine, thiolactic acid and thioglycolates as ammonium or monoethanolamine derivatives in cold waving of hair. Have you seen any comparison of all three simultaneously to determine which is the more valuable per gram used?*

**ANSWER.** It is probably that the advocates of the various thio compounds other than thioglycolic acid for bringing about a "cold waving" effect, aimed at getting round the McDonough "patent." While this invention is being litigated in the American courts as being without novelty, it is noticeable that the reducing substance which is practically universally employed is thioglycolic acid—probably because it is the best and, based on equivalent weight, is the cheapest. With regard to the most suitable base to be employed, there is little doubt that ammonia is the most effective. It has, however, certain disadvantages—odor, volatility and proneness to cause discomfort to the scalp. Nevertheless, it has, of all bases, the greater penetrating power and is easily buffered in the presence of its own salts. On the other hand, it might quite well be that ammonia blended with an alkylolamine is advantageous, in that such a mixed base could be more bland to the scalp than ammonia alone.

**QUESTION II.** *You have seen reference to Blank's work on the fact that water is the best plasticizer for dried keratin. Do you know of any work that has been done systematically in evaluating the plasticizing effect of water per se, various fats or emulsified fats, both water-in-oil and oil-in-water types to determine which has the best plasticizing effect on the skin?*

**ANSWER.** Blank's work only rediscovered what has been known for decades in the leather and textile industries and accepted by biochemists for over fifty years, viz., water is the best softening or plasticizing agent for hair and epidermis. This is because the water molecule is small enough to penetrate into the inter- and intra-fibrillary and cellular spaces. The water imbibition of keratin is, however, closely proscribed by the disulphide linkages so that the total water content of keratinized tissues is limited to about 33 per cent. Increase in water content will occur if the disulphide linkages have not been fully formed or are broken by, for example, reducing agents. It is extremely doubtful if any oil or fat can penetrate into the structure of keratinous tissue owing to the size of the oil or fat molecules, so that even "solubilized" oil cannot plasticize keratin. The real point about water is that it readily evaporates and if the plasticizing effect is to be preserved, the hair or epidermis must be coated with a coherent and continuous film to reduce the rate of loss of water vapor. In this respect, cetyl alcohol is one of the best materials known—even a monomolecular film being effective. Lanolin or sebum is also very efficacious, especially as it has a pronounced ability to take up water within itself and in so doing creates a sort of water reservoir from which the epidermis may draw moisture.



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### Post Mortems

The T. G. A. Scientific Section had its convention meeting. Dean Foster's paper on measuring consumer reaction to fragrances makes me wonder how one woman picks an odor for another. I am still curious about the manner of labeling some woman "an efficient secretary" while another is the "voluptuous or sensual" type.

Dr. Irvin Blank's paper was the source of a lot of questions. Why a 4 to 1 ratio of aluminum salt to urea? Which aluminum salt, hydrated or anhydrous? It was unusual that the pH wasn't determined for if commercial antiperspirants were being duplicated, it is a well-known fact that they are carefully controlled for pH. If not, any bacteriological experiment is pH controlled especially with bacteria as test organisms.

It is doubtful if I got my question across to scholarly pharmacologist Draize. What I wondered about was based on the volatility of ammonia; if its rate of disappearance was retarded by emulsified films, would it be as irritating as monoethanolamine? The slides certainly made triethanolamine look pretty safe.

I liked the statements on silicone content of cosmetic products on the consumer market—also the "cheap" and easy test for a silicone.

Missed "Barney" Conley's paper because I was patching some "non-ionic interference with preservative fences." Dr. Conley, however, was well qualified to discuss his subject. Am anxiously awaiting publication.

Which reminds me to compliment Hal Goulden on promptness of publishing Section papers. He gave me the galley proof of Constance Hall's

paper (with deNavarre as secondary author) the day before Miss Hall gave the paper. And while on the subject of the Scientific Section, congratulations to Emil Klarmann who is the new chairman for next year and to Jim Ervin, who is vice chairman.

Kidded authors "Tommy" Thomson and Levi for having six co-authors on the C.I.B.S. prize winning award thus splitting the \$300 six ways.

That night the Society of Cosmetic Chemists had a reception for British Drs. A. J. P. Martin and A. T. James, winners of the Society's \$1000 award. Dr. James was in the U. S. doing some work at the Rockefeller Institute while Dr. Martin was expressly flown over for the presentation. Eulogist Dr. Stanford Moore of the Rockefeller Institute was on hand, too. In case of doubt, I did not fall into the four or five foot deep flower and fish pond in the New York Academy of Sciences' terrace; but there were a lot of close misses—the punch bowl was the cause of it all.

Next morning, before the Society of Cosmetic Chemists, researcher Latven's paper was somewhat like Blank's—it answered no questions but raised a lot of them. It did show an excellent ultraviolet light technique for making sebaceous plaques visible. Also established was the fact that fatty creams are superior to soap and oils for removing them. One can see a lot more work is necessary to prove anything tangible.

Scholarly Paul Lauffer gave another review of scientific achievements of useful cosmetic significance.

Sorry I didn't get a chance to ask speaker Marks whatever happened

to the development seen at Eastman Kodak during the war when they coated bottles with cellulose acetate in thin films to prevent breakage of glass containers.

Dittmar's paper on Carbopol 934 was thought provoking—it also made one wonder about what the stuff was, because it sounded a lot like what I hope it wasn't—advertising. Sometimes the name seemed to be repeated a dozen or more times per page.

Hadn't seen the pretty Dr. Thelma Warshaw since December 11, 1952, when she gave a paper on another subject before the S. C. C. I liked her new ideas on causes and treatment of acne.

A bunch of valuable gab fests were had with such people as Joe Kalish, Sol Gershon, George King, Martin Barr, Steve Mayham, "Van" van Ameringen, Maurice Couderchet, Gert Keller, Jack Quigg, Gene Barton, Ed Sagarin, Harry Hilfer, Ted Ostrowski, George Kolar, Emil Klarmann and Walter Wynne to name some. To top it off, ran smack into a bunch of Dow and Dow Corning men on the Capital Airlines plane to Detroit, two of whom I remember, Don Pletcher and C. W. Todd respectively.

### Contemporary Cosmetic Thinking

Our worthy semimonthly contemporary, Drug Trade News has just published the opinions of about a dozen and a half of the country's leading cosmetic authorities as to what was the most significant cosmetic research of the past year as well as problems still needing solution. Many of the answers were concerned with mechanisms of various epidermal functions.

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To me, noteworthy were the diverse problems needing solution. Among them were a hair lacquer material, a good male-female depilatory, pharmacology of materials, products of greater stability, better test methods, more useful raw materials, acne cause and treatment and a host of others.

It seems to me the problem is far more complex. Some material developments are as unique or more so than the products made from them. Some product development is as ingenious as the pure science that preceded it. Some test methods must be developed before the science leading to a material that ends up as a consumer product. While the mechanism of biological processes in or on the epidermis is vital, from a cosmetic point of view, it is secondary to the product in many cases. For make-up is the largest single segment of the cosmetic business and it has little to do with skin physiology beyond allergenicity or toxicity. Here, too, one can add permanent waving of hair, depilation and nail polish.

Of course, if you have drug cosmetics in mind, skin physiology and biochemistry are vital. But what if all the finest biochemical science produces a product that isn't stable to light, heat, cold, rancidity or microbial growth? Perhaps I am *gauche*, but I have profound respect for the lowly, unglamorous part of the science as well as for the fancy stuff. Gas chromatography is no less than remarkable, but when it is given up for something more advanced, volumetric titration will still be doing business at the same old stand.

#### **New Insect Repellent**

Developed by chemists of the Department of Agriculture, diethyl toluamide is a general purpose (including aerosol) insect repellent. It can be applied directly to clothing or skin for longer protection. It is resistant to rinsing off with water—it persists on the skin under sweating conditions. The claim is that it can be diluted with isopropyl alcohol without loss of effectiveness. Production is limited.

#### **New Cosmetic Bacteriostat**

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# QUESTIONS & ANSWERS

## 1239: COSMETIC SILICONES

**Q.** Will you kindly advise from whom we may purchase glyoxyl diureide and dimethylpolysiloxane to be used in emulsified hand lotions, baby lotions, etc.? V. B. S., Wisconsin.

**A.** You may buy glyoxyl diureide (allantoin) from the Schuylkill Chemical Company, 2346 Sedgley Avenue, Philadelphia, Pennsylvania. Dimethylpolysiloxanes are a series of silicones for cosmetic use and are made by the Dow Corning Corp., Midland, Michigan, and by General Electric Company, Mechanicville Road, Waterford, New York.

## 1240: HEAT GENERATING CHEMICAL

**Q.** I am a subscriber to your magazine and would like some assistance in locating a source for a chemical which when mixed with water generates a sufficient amount of heat to warm food. The Army uses this chemical in their "rations." The food is in a double can with the outer can containing this chemical. All one has to do is puncture the outer can and fill with water. In seconds the inner can is heated. I would like to know the name of this chemical and the source of supply. C.L.H., Illinois.

**A.** Chemicals which generate heat are many indeed. A good many of these combinations are described in deNavarre's book, "The Chemistry and Manufacture of Cosmetics," in the chapter under permanent waving. If you do not have a copy of this book, you can find one in the main library. Some heat producing materials are patented. We suggest you read this chapter, however, because you will find many diverse types of material combinations. Some of the patents have probably run out so these materials may be freely used. You can check the various patents with the patent department of the library and find the expiration dates.

## 1241: WAVE SETTING LOTIONS

**Q.** Would you please send us some modern formulations covering clear hair wave setting lotions as well as formulas for bubble bath and hair dye. K. M. C., New York.

**A.** The material used in wave setting lotions today is gradually going through a change which should have taken place a good many years ago. Karaya gum formerly very popular is gradually giving way to the synthetic gums. Among these synthetic gums which hold a lot of possibilities are such things as PVP and blends of PVP with VA. The combination PVP-VA is available from the General Aniline and Film Corp., 230 Park Avenue, New York, New York. The material is water soluble and makes a thin setting lotion which is not too hygroscopic and can be readily plasticized to produce a satisfactory setting preparation. As for bubble bath, you do not specify whether you mean a dry or a liquid type. A number of dry bubble bath materials are available. Spray dried alkyl aryl sulfonates, such as Nacconal or Ultrawet can be perfumed and tinted. Liquid bubble baths should be based on soluble alkyl stabilized with an alkylolamide. Sources of supply are sent to you separately.

Formulations for hair dyes are exceedingly difficult to find. Enclosed is a reprint of an article which is the latest information we have and hope it will help you.

## 1242: CHEMICAL SUPPLIER

**Q.** We wish to locate a supplier for the following materials: sodium zirconium lactate, sodium zirconium gluconate and aluminium sulfamate. Two International Response Coupons are enclosed for your convenience. T. S. H., Norway.

**A.** Sodium zirconium lactate may be purchased through the Titanium Alloy Manufacturing Division of the National Lead Company, Mox C. Bridge Station, Niagara Falls, New York. To our knowledge, there is no supplier for the sodium zirconium gluconate. Aluminium sulfamate is supplied by the Albright and Wilson, Ltd., 49 Park Lane, London W. 1, England.

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# NEW METHOD of BAY OIL DETERPINATION by CHROMATOGRAPHIC SEPARATION

Technical information on a new method of producing terpeneless bay oil by chromatographic separation. This work was carried out at the Research Center of the College of Agriculture and Mechanical Arts, Mayaguez, Puerto Rico.

DR. NOEMÍ GARCÍA DE MARTÍNEZ NADAL\*



Bay or bay rum tree, *Pimenta racemosa* (Mill) J. W. Moore, occurs wild, semiwild and cultivated on several of the West Indian islands, chiefly Dominica and Puerto Rico. In the region of Guayama it is estimated that about 3,500,000 pounds of bay leaves are distilled annually yielding 1.0 and 2.0% of bay oil, a total production of 35,000 to 40,000 of bay oil (1).

The principal constituents of bay oil being phenols (chiefly eugenol and chavicol) the quality of the oil is generally evaluated by its phenol content. Good oil usually has a phenol content from 55-65% and the rest of the oil consists of a mixture of hydrocarbons (terpenes and sesquiterpenes) of which myrcene, an olefinic terpene, is responsible for the oil upon standing. For many years, the essential oil industry has endeavored to supply the users with a concentrated

terpeneless oil. Such oils are more soluble, more stable and much stronger in odor, yet retaining most of the odor, and flavor characteristics of the oil.

The standard methods of producing terpene-free oils are based on (1) a fractional distillation in vacuo, thus removing the lowest boiling fractions which are terpenic in nature, (boiling range from 150°-180°C) and the tail end of the distillation which consists mostly of sesquiterpenes, boiling range 240°-280°C and (2) by solvent extraction of the more soluble oxygenated compounds. Sometimes, it is necessary to combine both processes to obtain a terpeneless, sesquiterpeneless and wax-free oil.

\*Formerly Noemí G. Arrillaga, Chemist Specialist in Perfumes, U. S. Experiment Station. At the present, Researchist and Assistant Professor of Chemistry, College of Agriculture and Mechanical Arts, Mayaguez, Puerto Rico.

The main disadvantages of these two classical methods are as follows: (1) the manufacture of these products requires that the operator be well acquainted with its chemical composition, especially with the boiling ranges of the various terpenes; (2) most constituents of essential oils being deleteriously affected by heat, the distillation temperature must be kept as low as possible (3) efficient fractionating column, which is an expensive piece of equipment should be used.

Chromatography, being an analytical method based on difference of volatility and solubility, we considered it to have possibilities for the deterpenation of bay oil. In our procedure we used silicic acid for eliminating the terpenes and sesquiterpenes in the oil. In the presence of this adsorbent, the oxygenated compounds are retained in the upper part of the column and the terpenes by development with a suitable solvent were eliminated.

### Experimental Results and Discussion

Bay oil was obtained from Arturo Figaredo in Guayama, Puerto Rico. An analysis of the oil previously to deterpenation gave the following results (2)

Sp. Gr. 15	.....	.9598
Index of refraction n <sub>25</sub>	.....	1.5075
Optical rotation	.....	-2°5'
Phenol content	.....	55%

Preliminary separations were made to secure a suitable adsorbent, which would have the fundamental requirements as well as to choose a solvent which was most efficient.

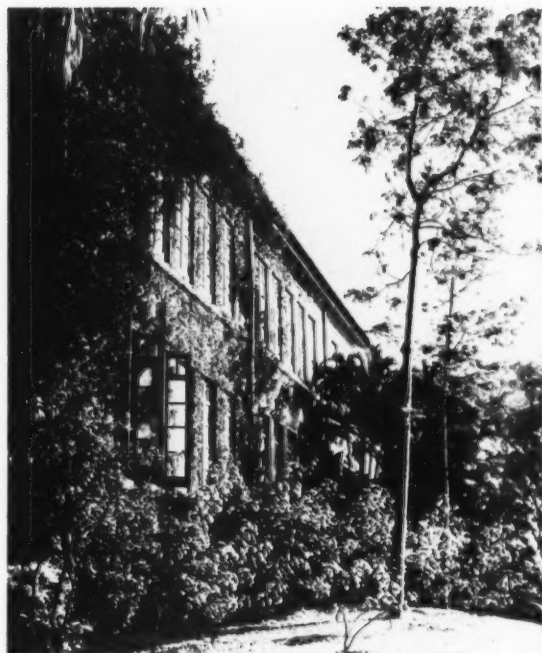
Finally a separation was done on a 600 x 50 mm. using silicic acid as adsorbent, and heavy and light fractions of petroleum ether as the solvent and eluant.

The technique used for this separation was as follows:

482 gms. of silicic acid were used to pack the column.

600 ml. of Petroleum ether (B.p. = 60°-70°C) was passed through the column.

Tower of The Administration Building  
College of Agriculture and Mechanic Arts  
Mayaguez, Puerto Rico



West Wing of The Degetau Building  
College of Agriculture and Mechanic Arts  
Mayaguez, Puerto Rico

100 gms. of the oil thrown over the adsorbent 500 ml. of Petroleum ether (B.P. = 30°-40°C) were passed slowly through the adsorbent.

Samples of the eluant were tested with "chromatostrips" (3)

These strips served for zone indicators of specific functional groups, i.e., fluorescein bromine added to unsaturated linkages, produced yellow spots on pink back ground, which located ethylenic type double bonds.

The receiving flask was changed when the first positive test appeared, and the hydrocarbons were saved on the petroleum ether solution.

Terpenic fractions 1-5 and non-terpenic fractions 6-14 were recuperated with petroleum ether. Fractions 14, 15 and 17 were eluted with ethyl acetate.

A qualitative spot analysis of the various fractions was carried out using various reagents for zone indicating tests.

Concentrated sulfuric acid was used to detect compounds which lack reactive groups; the position of citral was established by Schiff's reagent; Schorn's reagent (4) was used tracing cineole 1-8 in the fractions and finally phenolic fractions were confirmed by ferric chloride test and specifically for eugenol by Klunge's test (5)

The table that follows gives details of the separation as well as results of the tests carried out in the different fractions.

We can see from the Table 1 that there is a definite separation of terpenic and non-terpenic constituents of bay oil brought about by chromatographic resolution of the oil. The index of refraction increases as the phenolic fractions are recuperated. The presence of citral is noted at the beginning of the non-terpenic fractions. 1-8 Cineole seems to be present in the terpenic fractions and in some of the phenolic fractions.

Terpenic and non-terpenic fractions of the separation were grouped and analysis were made of the two main fractions: terpenic and non-terpenic. Results are shown in Table 2.

Table 1

## DETERPENATION OF BAY OIL

FRACTIONS			ZONE INDICATING TESTS						
#	Yield gms	Color	Index of Refraction n/25	Fluorescein Bromine	H <sub>2</sub> SO <sub>4</sub>	Klunge's	FeCl <sub>3</sub>	Schorn	Schiff's
1	2.4	Yellow	1.4570	✓	✓ Yellow			-	-
2	5.0	"	1.4678	✓	✓ Brown			-	-
3	19.0	"	"	✓	✓ Dark Brown			✓	-
4	8.0	"	"	✓	✓ "			✓	-
5	6.0	Dark	1.4782	✓	✓ "			✓	-
6	40.4	Yellow Brown	1.5168	-	Blue	-		✓	✓
7		"	1.5238	-	"	-	-	✓	✓
8		"	1.5308	-	"	✓	green blue	✓	-
9		"	1.5308	-	"	✓	"	✓	-
10		"	1.5318	-	"	✓	green black	-	-
11		"	1.5348	-	"	✓	"	-	-
12		"	1.5388	-	"	✓		-	-
13		"	"	-	"	✓		-	-
14		"	"	-	"	✓		-	-
15		"	1.5418	-	"	✓		-	-
16		"	"	-	"	✓		-	-
17		"	"	-	"	✓		-	-

Table 2

## COMPARISON OF TERPENIC AND NON-TERPENIC FRACTION OF BAY OIL ACCORDING TO ITS PHYSICO-CHEMICAL CONSTANTS

FRACTION	INDEX OF REFRACTION n/25	Sp. gr. 25/25	PHENOL CONTENT	SOLUBILITY
Terpenic	1.465	.8346	traces	insoluble in 70% alcohol
Non-Terpenic	1.539	1.0630	97.5%	Soluble in 2 volumes of 60% alcohol

## Conclusions

Chromatographic separation seems to be a suitable method of deterpenizing Bay Oil. Advantages of this new method will be that the oil obtained will be far superior to that obtained, by other classical methods since there is no alteration brought about by heat, and the equipment necessary for carrying out the process, is cheap and simple.

## ACKNOWLEDGEMENT

Most of the data reported were obtained with the assistance of Jovita R.

de González.

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The profound wisdom of the old French proverb "On revient toujours à ses premiers amours" is substantiated in the case of numerous raw materials. Many of these materials—although having been refined to the core—proved more effective in their crude state. Emulsification of *cholesterinum crudum*, for instance, is decidedly more thorough than that of *cholesterinum purum*. The potency of chemically bleached and purified beeswax does not measure up to that of the sunbleached variety. Besides which, the raw, natural unbleached beeswax abounds in various materials, which get lost in the process of bleaching. The effects of ichthammol and naphthalene—two residue substances—is well known. Whereas the external appeal of a product is of secondary importance, the deciding factor should be its effectiveness.

While Americans are delegating scientists to the Amazon, and the British to South Africa, with the aim of studying the cures of witch doctors, the cosmetic chemist—or more accurately the biochemist—begins to

We vertebrates have a blood plasma which has much the same composition as sea water, diluted with three times its volume of fresh water. Whereas all cells contain more potassium than sodium, the plasma contains 15 times as much sodium as potassium.

Vernix caseosa becomes an intermediate and equalizing force between this salty fluid medium and the skin of the unborn infant.

By and large we expect cosmetology to reward us with a baby complexion, which is renowned for its soft texture.

On the strength of the article of Perdigon, on the subject of marine plasma creams, which reports on the hydration of the skin, the conclusion may be arrived at that, only the properly hydrated skin is fresh and supple, and, consequently, reacts against wrinkles and flabbiness. He writes (1948) that, the preparation of hydrating beauty products has so far not seemed to have attracted the attention of cosmetic manufacturers. America has in the meantime introduced a series of products, lauded in advertisements "... brings moisture

The natural skin cream  
may now be produced artificially

## Vernix Caseosa

HERBERT C. JANOWITZ

show an interest in natural products. The cause célèbre of *gellée royale*—with its numerous supporters on the one hand, but just as many opponents on the other, may be cited as an apt illustration of the above. Whereas, by means of oral application it has proved successful to a certain extent (effectiveness of Vitamin B complex etc.), no evidence of absolute success by external use is yet at hand. It is different with regard to the effectiveness of blood plasma and placenta extracts on the skin. In this field some tangible success has been proved, blazing the trail for the recognition of natural skin cream—actually the gift of nature—namely vernix caseosa.

Vernix caseosa serves to safeguard the skin of the embryo, or newborn infant, against maceration, by means of a protective layer (Halban und Seitz "Biologie und Pathologie des Weibes").

As Prof. J.B.S. Haldane states, we begin our life as salt-water animals. After our development has started, from the fusion of an ovum and a spermatozoa, we pass our first nine months as aquatic animals, suspended in, and protected by a salty fluid medium.



from the air to your skin, contains—in order to regulate the osmotic pressure of the intra and extracellular fluids of the cutis—NaCl solutions, as well as glucose."

Vernix caseosa, in this case synonymously with glycerin, contains glucose residues, as well as cholesterol, sebum, and epithelial particles. Furthermore, inasmuch as its presence is attributed to a hormone activity of the placenta and a hyper-secretion of the sebum gland, it might be taken for granted that it contains placenta extracts as well.

If a substitute sort of sebum is produced, by means of mixing stearic acid and triglycerides, a vernix caseosa artificialis can easily be achieved. Thanks to its fat content, this mixture will firstly make the skin supple, and secondly it will hydrate it properly as a result of its NaCl solution and glycerin. In other words it will be instrumental in channelling and regulating the cellular fluid consumption, and through the placenta extract content, produce the hormone secretion of the skin. In short a skin food which in theory is the ideal nourishing cream.



DR. KURT KULKA  
Fritzsche Brothers, Inc.

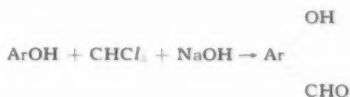
## The Preparation of

# Aromatic Aldehydes

## Part 3

### The Reimer-Tiemann Reaction

This consists in the formation of an aromatic hydroxy aldehyde from a phenol, using chloroform and aqueous alkali:



The aldehyde group enters the ring *ortho* to the phenol group. A small amount of the *para* isomer is formed at the same time.

The reaction was first described by Reimer and Tiemann in 1876.<sup>25</sup> An example follows:

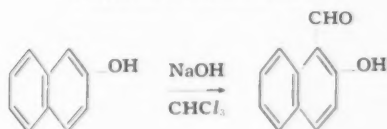
#### Preparation of Salicylaldehyde

25 g. of phenol are dissolved in a hot solution of 80 g. of sodium hydroxide and 80 cc. of water. The solution is cooled to 65-70° C. and kept at this temperature while 60 g. of chloroform are added under agitation in 3 equal parts, at intervals of 10-15 minutes. To complete the reaction, the mixture is kept in a steam bath for 1 hour. Unreacted chloroform is distilled off, the orange colored liquid acidified with sulfuric acid, and the salicylaldehyde

obtained in a yield of 10-12 g. by steam distillation. A considerable amount of phenol is recovered. From the residue 2-3 g. of *p*-hydroxy benzaldehyde (not volatile with steam) are obtained.

The technique of the Reimer-Tiemann reaction was improved later, as is illustrated in a procedure for the preparation of:<sup>26</sup> Into a 2-litre flask are placed 100 g. of

#### 2-Hydroxy-1-naphthaldehyde

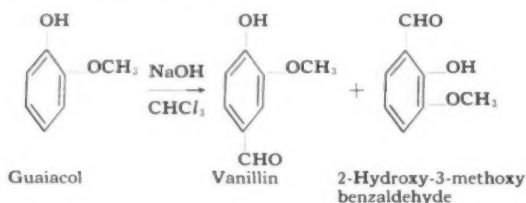


β-naphthol, and 300 g. of 95% ethyl alcohol. A solution of 200 g. of sodium hydroxide in 415 g. of water is rapidly added, under agitation. The resulting solution is heated to 70-80° C. and 131 g. of chloroform are added at such a rate that gentle reflux is maintained by the heat of reaction. This operation needs approximately 1½ hours. Near the end of the addition, the sodium salt of the phenol aldehyde starts to crystallize out. After all of the chloroform is added, agitation is maintained for 1 hour. Then the unreacted chloroform and alcohol are removed by distillation, and the residue

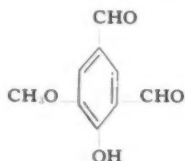
is acidified with hydrochloric acid to decompose the phenol salt. The resulting dark oil is mixed with an aqueous salt solution, the separated oil washed with warm water, and the crude aldehyde obtained in a yield of 87.5-93.7 g. by distillation (b.p. 163-166° C. at 8 mm.). The solidified product is recrystallized from alcohol. The final yield amounts to 45.2-57.5 g. (38-48% of the theoretical).

#### Vanillin from Guaiacol

If one *ortho* position is occupied, the aldehyde group goes into the *para* position, and a small amount of the *ortho* isomer is formed:



Recently, Favre has found that in this reaction:



4-hydroxy-5-methoxyisophthalic aldehyde (m.p. 121° C.) is also formed as a by-product; when guaethol is used, 4-hydroxy-5-ethoxyisophthalic aldehyde is obtained.<sup>27</sup>

#### Yields and Mechanism of the Reaction

The low yields obtained in the Reimer-Tiemann reaction are explained by Auwers and Winternitz,<sup>28</sup> and by Armstrong and Richardson<sup>29</sup> as follows:

In the normal Reimer-Tiemann reaction a dichloromethyl group enters the ring in the *ortho*-position, followed by hydrolysis to the aldehyde. However, in the course of the reaction sodium phenolate is also formed, and 2 mol. of this compound combine with the benzal halide to form a diacetal, which does not react in the alkaline medium. When an acid is formed at the end of the reaction, the acetal is decomposed, and the phenol set free.

The mechanism of the reaction was recently investigated by Wynberg, who did not find evidence of the existence of acetals.<sup>30</sup> According to his results, the intermediate benzal halide is formed in a relatively small amount because of the rapid reaction of chloroform with sodium hydroxide. Thus phenol will frequently be recovered after an orthodox reaction procedure. If, however, large amounts of chloroform and sodium hydroxide are repeatedly added to the reaction, eventually all of the phenol will be used up. This might not influence the over-all yield, however, because of polymer formation. Improved yields might result in special cases (for example, with hindered phenols), by removing the aldehyde from the reaction mixture as soon as it is formed.

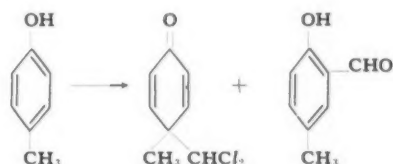
A recent Japanese patent claims increased yields via the addition of nickel or nickel oxide to the reaction:<sup>31</sup>

94 g. of phenol, in 120 cc. of 40% aqueous sodium hydroxide, and 2 g. of nickel oxide, or 10 g. of

nickel, are treated with 120 g. of chloroform, keeping the temperature of the reaction at 30-50° C. Then the reaction mixture is decomposed with sulfuric acid, the separated oil washed with water, and fractionated. A total yield of 80-90 g. is claimed, consisting of 60% of the *ortho* aldehyde, and 5-8 g. of the *para* isomer.

#### Abnormalities in the Reaction

These occur when phenols having an alkyl group in the *ortho* or *para* position are reacted. In this case the main product is a ketone, and only a small amount of the aldehyde is formed. For example, from *p*-cresol are obtained:



#### Remarks

In spite of the low yields obtained in the Reimer-Tiemann reaction, it is still used for the production of certain aldehydes, for example salicylaldehyde,<sup>32</sup> since most of the unreacted phenol is recoverable. By-products, such as *p*-hydroxy benzaldehyde, find ready uses. ("Aubépine" can be synthesized easily from this by-product by methylation.)

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"The only cosmetic item that moves over here is eye-shadow!"

# PERSONALITY IN MARKETING

## COSMETICS

A number of pertinent questions on the welfare of the cosmetic business worthy of careful consideration by all members of the industry were posed by President Pierre Harang in his presidential address at the opening of the 22nd annual convention of the Toilet Goods Assn. which was held May 7, 8 and 9 in the Waldorf Astoria hotel, New York. Mr. Harang is noted for his sound knowledge of the industry and for his frankness in pointing out what members of the industry should hear rather than what they would like to hear.

First of all Mr. Harang raised the question as to whether the cosmetic industry compared favorably with that of other industries; and suggested some action along public relations lines to improve that standing.

He also questioned whether the industry is holding its own with the growing gift business. As a corollary he emphasized the wisdom of stimulating sales in other months than December when sales are normally about 21% of the total industry volume at retail—and in some classifications go as high as 70%.

Furthermore he discussed in a tactful way whether some factors in the industry were responsible for increased activity by the federal and state regulatory authorities. In concluding his address he suggested that members give serious consideration to the questions he raised and advised members to express their views on them together with suggestions to develop a better team spirit in the industry and thus bring about a higher stature for the cosmetic industry.

In his brief report Stephen L. Mayham, executive vice president of the association pointed out that there were numerous small companies but only a handful of the big ones in the industry that were not members of the association which chose to be coat-tail riders on the balance of the industry. As to unfavorable state legislation he said that none affecting the industry had been enacted into law in the last 20 years in contrast with other industries where the trade associations are not as alert and efficient as the T. G. A. The work of the Scientific Section and other activities of the association were outlined. After explaining the work of the Scientific Section in establishing standards for raw materials, especially new materials, he pointed out that the association would take no part in anything that might lead to "grade labeling" of the products of the industry such as specifications for finished toilet preparations or methods for testing their efficiency.

#### Officers for 1957-58

The following were reelected officers:

President, Pierre Harang, executive vice president Houbigant Sales Corp.

Vice Presidents: Jean Despres, Coty Inc.; A. E. Johnson, Colgate-Palmolive Co.; C. T. Lipscomb Jr.,

How it affects the product, marketing and profit picture told at T. G. A. convention. . . . President Harang puts fuel on the fire to spark action to raise the stature of the industry

President Pierre Harang whose frank and stimulating address on the position of the toilet goods industry and what may be done to raise its stature and increase its annual volume of business provoked much favorable comment





George Kaempkes, right, president of the Cosmetic Industry Buyers & Suppliers Assn. congratulates Dr. Leo Levi of the Canadian Food and Drug Directorate for winning the annual CIBS scientific award. The CIBS, an organization of the younger men in the cosmetic industry honors the most meritorious paper presented to the Scientific Section of the TGA each year. Dr. Levi and his Canadian co-workers received the award, a scroll and a cash prize, for their work in applying instrumentation techniques to the analysis of essential oils

Stephen L. Mayham, executive vice president of the TGA who outlined the various services rendered by the association to its members and to the industry. He also chided the free loaders who are not members of the association but get its benefits without incurring any obligation



J. B. Williams Co.; and J. I. Poses, D'Orsay Sales Co. Treasurer, Philip C. Smith, Yardley of London, Inc. Secretary, William F. Denney Jr., Frances Denney.

Directors representing associate members: Gert Keller, Schimmel & Co. and Dr. Lloyd Hazelton, Hazelton Laboratories.

Directors for a three year term: Edward J. Breck, John H. Breck, Inc. Oscar Kolin, Helena Rubinstein Inc., Wrisley B. Oleson, Allen B. Wrisley Co., Jerome A. Straka, Cheseborough-Pond's Inc. and Northam Warren Jr., Northam Warren Corp.

New directors elected were: For three year term, Lewis F. Bonham, Bourjois Inc. and Paul Carey, Tussy Cosmetics; for two year term, N. S. Walbridge, Beauty Counselors; and for a one year term, John E. Hardy, Daggett & Ramsdell.

#### Welch and CIBS Awards

The Charles S. Welch essay contest cash awards for 1957 were presented by Herbert F. Storfer vice president of Parfums Corday, himself an alumnus of the Amos Tuck School of Business Administration of Dartmouth College, to six graduate students of the school. The research project for 1957 covered motivation for the purchase of perfume, hand lotions and shampoo and was carried out by the students in Springfield, Mass.

George Kaempkes, president of the Cosmetic Industry Buyers and Suppliers Assn. presented the CBS award to the authors of the most meritorious paper presented before the Scientific Section in 1956. The paper selected was "The Physicochemical Characteristics of Essential Oil Constituents and their Derivatives by Modern Instrumentation Techniques." The authors were: Lee Levi, James L. Thomson, James C. Evans, Harold Bernstein, S. A. Forman and Norman M. Miles of the Food and Drug Laboratories of the Dept. of National Health and Welfare, Ottawa, Canada.

#### Business Sessions

The business sessions were broken down into panel discussions. The first was "Personality and Packaging" with John A. Cawley as chairman and members of the jury: W. M. Bristol III, Miss Enid Edson, Miss Ethel Franklin and Maxwell Rogers. Five papers were presented. The second was "The Changing Personality of Toiletry Distribution. Jean Despres was chairman and the jury consisted of Davis Factor, Jack Mohr, Charles S. Oesreich, Don Richards, Robert Schwartz and Benson Storfer. Five papers were presented. The third session considered "How Promotion Builds Product Personality." Donald Bryant was chairman and the jury was made up of Edward J. Breck, Joseph A. Danilek, Grace Gaynor and Benjamin Reese. Four papers were presented.

The convention was well attended, original in its presentation and stimulating to all who attended. The excellent program was arranged by the following committee: J. I. Poses, chairman; and John A. Cawley, George Kaempkes, Charles T. Lipscomb Jr., Albert Mosheim Jr. and Herbert Storfer. The enterprising "Let's Go" committee was composed of Shockley L. Gamage, Jear W. Baer, Herbert F. Crotty, George E. Davidson, John L. Foy, Dr. Victor G. Fourman, H. H. Gritzan Jr., John F. Hunsicker, Harold Hutchins, C. R. Keeley, E. P. Morrish, E. Allen Newcomb, Frank J. Reilly, Dr. Everett Saul, Ernest R. Sloan and H. R. Shepherd.

The next annual meeting for the business sessions will be held June 25-28, 1958 in Poland, Maine.

The Scientific Section met on the last day of the convention. Orville Davenport presided as chairman and seven papers were presented.



Jean Despres, vice president of the TGA, whose work in promoting the fragrance industry is bearing increasing results



Dr. Lloyd Hazelton, director representing the associate membership who is a recognized scientist in the cosmetic field



John A. Ewald, past president of the TGA now serving as a director of the association has done much for the industry

#### Abstracts of Papers Given Before Meeting of the Scientific Section of the T.G.A., follow:

##### Interference of Nonionic Emulsifiers with Preservatives V. Chromatographic and Chemical Investigation

As part of a study on complex formation between preservatives and nonionics, paper chromatography was used to determine the presence of complexes in water solutions of the two. Complexes of G-3720, an ethoxylated stearyl alcohol and methyl *p*-hydroxybenzoate were the main materials used.

Strips of filter paper supported the descending chromatogram. Controls and complexes were spotted on the paper with a platinum wire.

The developing solution contained sodium carbonate, ether, ethyl alcohol, *n*-butyl alcohol and ammonium hydroxide.

The preparation of the samples called for an absorption and conversion of the phenol to the phenolate with sodium hydroxide, the addition of *p*-nitro-aniline, hydrochloric acid, water and sodium nitrite. An hour later a dilute solution of hydrochloric acid was used to bring the solution back to its original pH. After a resolution period, the methyl *p*-hydroxybenzoate standard was resolved at a specific  $R_f$  value with a specific color reaction as compared to the complex. Results will be illustrated.

Nonaqueous titrations and the spectrophotometer were used to show that a quantitative change took place in the amounts of methyl *p*-hydroxybenzoate originally put into the nonionic solutions.—*Abstract of T.G.A. paper by Constance S. Hall and M. G. deNavarre.*

##### The Measurement of Consumer Reaction to Fragrances

The consumer is indeed a complex combination of experiences, emotions, motivations, all of which influence reaction to products. As a result, it is difficult to obtain analysis of reaction in terms of the reasons why.

One approach to extending the amount of information gained from consumer study is indirect in the sense that rather than asking how or why a preference judgment has been made, the experimenter can ask for a simple judgment of comparison. The present paper describes the application of such a technique.

Specifically, two different sets of stimulus objects were presented to a panel of adult women consumers

at the same time as four commercial fragrances. The task of the consumer was to match the fragrance first with the appearance characteristics of eight photographs of women, and secondly, with a series of fabric swatches of different colors. The results showed that there are clear-cut generalized associations between both sets of stimulus objects and the four perfumes. The degree of correspondence between the visual and the olfactory are analyzed statistically to demonstrate the extent of correlation.—*Abstract of T.G.A. paper by Noel Schwartz and Dean Foster.*

##### Ethanolamines in Topical Preparations

In subacute dermal toxicity studies employing the rabbit, Mono-, di-, and triethanolamine were shown to have a low order of toxicity. Monoethanolamine was found slightly more irritating than the other amines studied. Monoethanolamine was found more toxic than triethanolamine when these are administered by the oral route.

Percutaneous absorption of monoethanolamine thioglycolate is greater than that of ammonium thioglycolate in the rabbit. Dermal application of monoethanolamine thioglycolate, at high dosage levels, as compared



Harold D. Goulden, the alert secretary of the Scientific Section of the TGA whose services in the interests of the Section have done much to raise its prestige

with ammonium thioglycolate, resulted in a slightly higher mortality ratio, produced more local skin damage, and elicited histopathological changes in kidney and liver. These higher dosage levels are much in excess of the exposure that could result from waving human hair. Therefore, although monoethanolamine thioglycolate is definitely more toxic than its ammonium counterpart, we do not consider the use of the former compound in waving lotions as being significantly less safe.—*Abstract of T.G.A. paper by J. H. Draize, F. X. Wazeter, E. A. Kelley and R. E. Levickey.*

#### The Antibacterial Activity of Aluminum Salts

Solutions of aluminum salts have been used for many years on normal skin as antiperspirants and deodorants, and on diseased skin as anti-inflammatory agents. The antibacterial activity of the aluminum salts has been mentioned, but never stressed. Recently, it has been stated that the deodorant effect of the aluminum salts results from their antibacterial action.

The antibacterial activity of aluminum chlorhydroxide, chloride, and sulfate has been studied within the last year by observing their effect on the types of micro-organisms which commonly inhabit the cutaneous surface,—a micrococcus, a diphtheroid, and a coliform bacillus.

In the test tube, each of these salts reacts more strongly against the gram-positive organisms (micrococcus and diphtheroid) than against the gram-negative organisms (*E. coli*). Aluminum chlorhydroxide was the most effective of the three. At a concentration of 1:100,000, it appeared to kill the gram-positive organisms in 3 minutes. That a part of this apparent killing is the oligodynamic effect of a heavy metal can be shown by adding alkali before subculturing the aluminum solution containing the apparently dead organisms. When this is done, a few colonies develop which would not have developed without the alkali.

Immersion of the hands in 0.5 per cent aqueous solution of these three aluminum salts for 10 minutes kills a large percentage of the organisms on the skin.

Under controlled conditions, the addition of a 2.0 per cent solution of any one of these three aluminum salts can prevent the growth of the micro-organisms on thin sheets of callus. Growth of the diphtheroid probably

can be prevented by a solution of lower concentration.

Under normal conditions, the daily use of 0.5 ml. of 20 per cent solutions of these salts has been shown appreciably to reduce the bacterial flora of the axilla.—*Abstract of T.G.A. paper by Irvin H. Blank, Ph.D., Marjorie Moreland, M.S., and Ruth K. Dawes, B.S.*

#### Pitfalls in Evaluating the Safety of Cosmetics

Cosmetics as a group are considered to be largely free from hazard either in normal use or under most circumstances of gross misuse. However, there are important gaps in cosmetic knowledge which can not be bridged by even the broadest generalities about safety. This is reflected in periodic outbreaks of dermatitis and more disabling reactions which occur with sufficient frequency to discourage unqualified use of the word "safe."

The criterion of safety is a relative rather than an exact concept. It can not be fixed with mathematical precision. Individual tolerance, intrinsic toxicity of chemicals and the circumstances of use make the safety of a cosmetic a relative matter. No two products are safe to the same degree.

In the arena of pharmacologic evaluation, there are many shares for the technically unwary. Prominent among these is the use of animal toxicity data as standard values for humans. Such data are at best only representative of the dangerous or potentially injurious level for adults. Equally misleading in estimating safety is the use of toxicity and sensitivity data interchangeably.

Present testing methods for predicting dermal sensitizations are not entirely reliable and accurate data on the incidence of dermatitis are unavailable. Not inconsequential as a complicating and unique factor is the virtual cradle-to-the-grave skin contact with some cosmetic ingredients.

There is a need for more definite use studies. The chances of detecting harmful effects and attributing them to the proper cause is extremely difficult in the general population. To attempt to calculate risk or to estimate safety by extrapolation from an unsupervised human sample is no more than an exercise in guesswork. Properly conducted use tests are vitally important because they must supplement laboratory data in predicting the total hazard of a cosmetic.—*Abstract of T.G.A. paper by Bernard E. Conley, Ph.D.*

#### Practical Measurements of Epidermal Emolliency and Emollient Penetration

The emollients of the skin are the oil and water emulsions which prevent its dryness and give it protection. The oils of these emollients may be supplied from within by nature or applied from without by toiletry preparations.

The three main skin problems are, first, the removal of excess oil, secondly, the replacement of protective skin oils after cleansing and thirdly, the restoration of lost oil gland function and rejuvenation of the aged skin.

Technically, it has always been difficult to measure objectively how much oil was present on the skin. Therefore, evaluation of the oil status has depended largely upon the more subjective observations such as dry or oily skin, brittle or lank hair, coarse or fine appearance and shriveled or smooth texture. There has been a great deal of good objective study on various phases of the oil problem, but the techniques used have been of research character and have lacked simplicity, speed of application and ease of interpretation, the factors that are essential for practical measurements of



Miss Kathryn Fitzpatrick, executive secretary of the TGA, who is also an active officer of Cosmetic Career Women

emolliency applicable to product "use testing."

This paper presents a method based upon the specific 'vivo' and 'vitro' staining of sebaceous secretions by osmic acid. The method has been designed to give practical measurement of the natural oils of the skin surface and within the epidermis and demonstrates how improvement in the oil state is obtained by use of toiletry emollients.—*Abstract of T.G.A. paper by Herbert J. Spoor, Ph.D., M.D.*

#### The Analytical Chemistry of Silicones in Cosmetics

Analytical methods which the General Electric Company has found particularly useful in determining both the type and amount of silicone used in cosmetic and toilet goods products are described. Emphasis is placed on infrared absorption techniques for carrying out these analyses. Procedures are outlined for assaying the purity of silicones, for isolating the silicone from emulsions (e.g., hand lotions) and from solutions (e.g., after shave lotions), and for the subsequent analysis of the concentrates. The methods have been applied to a typical group of commercial products, and the results are presented in this paper.—*Abstract of T.G.A. paper by A. Pozefsky and M. E. Grenoble.*

#### Abstracts of Speeches

##### THE CHANGING PERSONALITY OF AMERICA

The key to attracting and holding the millions of customers around us is Personality, the keynote word of this convention. Not all of us are born to greatness nor to beauty, but we are each of us born unique. What we do to develop that uniqueness, how we leave our individual marks on society—the face we show to our friends and fellows—that is personality in its truest sense.

Americans have always been susceptible to the power of personality. Usually we respond to personalities that reflect our own needs, appetites, attitudes and desires. Major characteristics of personality such as leadership, performance, humor, etc., have centered our admiration upon President Eisenhower, Mickey Mantle and Walt Disney. The personality to represent packaging; Marilyn Monroe. One of the greatest attributes of personality is beauty, personified in the beauty of Miss Julie Andrews. To look at these exciting personalities, is to understand the power of personality in our country today. But even these people cannot tell you what personality itself really

is. The Psychiatric Dictionary puts it this way: "Among psychiatrists the term personality is used almost in its literal sense, of the mask worn on the stage by actors in ancient Rome. The personality is like a mask in the sense that it is made up of patterns of behavior through which the individual expresses his inner interests . . . personality is largely the result of the interaction of the instincts and the environment."

"Beauty lies in the eye of the beholder" may have been good enough for the Romans, but today beauty also is dramatically emerging from within the beholder himself.

There may be truth in the belief that a woman has many faces: one person as a wife, another as a mother. One personality at P.T.A. meeting and another in the super market. A performer on the golf course and quite another cup of tea to her neighbors. And the same goes for her husband.

Two things we know. To appeal to people today, to attract and to hold them, we must first analyze and understand them and their motivations, and, we must recognize that the traditional approaches are no longer invincible or even in vogue.

The challenge to change—to adjust—to capture currently the changing character of our country and its people is a mortal challenge—to you and to me.—*Abstract of the Keynote Address of the 22nd Annual Convention of the Toilet Goods Association, by Otis L. Wiese, Editor and Publisher, McCall's.*

##### THE CHANGING PERSONALITY OF WOMEN AS COSMETIC CUSTOMERS

We are going to look analytically at The New Woman Customer and explore some of the why's of what she wants, and hasn't found—actually she's not a *new* woman, physically; five or fifty, she's the same *girl* she's been. But her interests, needs and emotions have changed because of her new living standards.

Today's woman is put together pretty much as Eve was. That is, she has the same "basics"—physically—and probably some of the emotions too. She's still polishing apples to lure Adam—and she always will.

Today's woman starts taking shape as a money spending customer, at age twelve, four years earlier than she did ten years ago. The Twiggling—She's the most enthusiastic trier of things, you can find. And you have four extra years of this teen age, toilet goods purchasing gold mine. She does her own selecting and her own purchasing with her very own pocket money. Plenty of pocket money. *Seventeen* reports today's eight and one-half

Stele Elmi, General Chemical Co.; James H. Moore Jr., president of the Moore Publishing Co.; John H. Muller, vice president, Moore Publishing Co. and business manager of American Perfumer and Aromatics; John Melody, Dodge & Olcott Inc.; and Dr. Winston H. Reed, aerosol consultant and aerosol editor of American Perfumer and Aromatics

Vincent DeFeo, head of Dodge & Olcott aerosol laboratory and treasurer of the New York Chapter of the Society of Cosmetic Chemists; John Goldenberg, Coty Inc.; and John Melody, Dodge & Olcott Inc. discuss the advantages of packaging toiletries in aerosols



million teenagers as having a total of over 4 billion dollars a year to spend on themselves. She spends it all too. When she *saves*, it's for something she wants to buy.

Before long our teenage "Twigging" reaches the "Huntress" stage. This is the time when she looks to cosmetics for her most dramatic results. Her emotional problem is twofold. She enters the highly competitive business world, and she wants to attract a Mate. She *needs* every new product that can bring her nearer her goals—and products that promise enchantment, enticement and allure are the ones that can reach her pocketbook. Her life goes on at an accelerated pace. What she looks for in her cosmetics is speed of use, convenience, true and honest results, and a *lasting* effect. This is the most seriously competitive period of her life economically and personally.

If our Huntress manages her campaign successfully, before too many years she is a Wife. This is the period when she is more interested in family trees than in toiletries. Now the place to look is in her market basket. Her "toiletries list" includes such items as tooth paste, tissues, shaving cream, talc, shampoos, deodorants, etc., along with her cosmetics. Economy is the word she respects. Now she's our target for everything from razor blades to baby powder, and because her hands are in water so much she uses extra quantities of hand lotions and creams. She's the busiest human being alive. What she wants most from you is **TIME**.

Too soon she reaches the fabulous—forties, fifties and sixties—she becomes our December Bride. The rocking chair and shawl are gone. This old hen is a chick again. She has money in her pocketbook—and accumulated in the bank. And she's prepared to spend it. She spends a fortune at her dentist's for even rows of pearly white teeth, she pays a king's ransom for a coat of wild baby minks. What percentage of her yearly expenditures on herself do you capture? She will buy all the promises of youth you can make to her. She'll go as far as you want to take her; she can afford to.

There she is, the new woman—all four of her. Twigging, Huntress, Wife, and December Bride. I've given you all these examples because they are *all* part of the multi-faceted personality of the woman of today.—*Abstract of T.G.A. address by Florence Goldin.*

#### TRENDS IN PACKAGING

No single industry in the whole field of packaging is more knowledgeable or more skilled in the arts of packaging than the toilet goods industry. But, market-wise, I think you have been rather reluctant to face up to the growing importance of the supermarket as an outlet for toilet goods, and the trend to self-service selling everywhere.

In 1950 you did \$840 million worth of business, of which 6%, or \$50 million, was in so-called food stores. Last year the food stores sold \$250 million worth of your products and accounted for 19% of your sales dollar. Of the total increase in your business of \$481 million between 1950 and 1956, the food stores accounted for \$200 million. In every other type of outlet—with the single exception of house-to-house selling, the percentage-of-sales-curve during those same years was definitely down.

You are looking for growth, and, plainly, there is only one place to look: to the supermarket, and, beyond that, to the self service practices which the service outlets simply must adopt to compete.

How can packaging help? Obviously, it can stimulate consumer demand. Powerful national advertising built around the package image will bring the initial flash of recognition from the shopper to the store. From there



Herbert Kainik, perfume consultant, Dodge & Olcott Inc.; Dr. Oliver L. Marton, chief perfumer, Shulton Inc. and secretary of the American Society of Perfumers; Dr. Herbert Sommer, chief perfumer, Matchabelli Inc.; and Mrs. Maria Wiener, research director, Fluid Chemical Co. and secretary of the New York Chapter of the Society of Cosmetic Chemists

the package is on its own.

Certainly nothing says "convenience" faster to the consumer than the pushbutton aerosol or the squeeze container. Neither of these important new forms of packaging has, to my mind, reached anything like its potential in your industry.

Today in aerosols you have available new emulsion systems and hydrocarbon propellants which appear capable of handling almost any product which previously resisted aerosols. Very shortly you are going to hear about some encouraging progress in non-aerated aerosols—removing the air and moisture that causes corrosion trouble. You have the "cosmetic look" of the glass aerosol, plastic-coated or uncoated, coming along very fast; I would guess that glass containers accounted for at least 12 million of the 280 million non-food aerosol packages turned out last year. You have the opportunity now for exciting new shapes, colors and textures in all-plastic molded aerosols, including molded nylon, which is arousing a great deal of interest. You have refillable, purse-size aerosols. You have the smooth contours of extruded aluminum aerosols, which come in various shapes and sizes.

The multipack, it seems to me, has not been exploited as it might be in the toiletries field. The same principle that sells three, four, or six cans of beer in a single handling can certainly be applied more widely to provide deals and combinations in heavy combinations in heavy consumption items such as shave foams and shampoos. The package that is designed to sell itself will take care of itself—anywhere.—*Abstract of address by Lloyd Stouffer.*

#### PRODUCT PERSONALITY IN YOUR PACKAGE DESIGN

I'd like to begin with a few liberal paraphrasings from Jung to give us a bridge from the conference subject, "Personality—Key to Future Profit", to the subject assigned to me.

Jung tells us that the great liberating deeds of world history have sprung from *leading* personalities and never from the inert mass. The achievement of personality means nothing less than the optimum development of the whole individual human being.

No one develops personality because someone tells him to do so. Necessity motivates personality development. Without necessity, there exists self-complacency. The

smaller the personality, the dimmer it becomes until finally it merges indistinguishably into its surroundings.

I assume that you, therefore, as manufacturers, are interested in achieving a leading personality for your product and your package and that you are motivated constantly by the necessity of shifting marketing conditions and competitive pressures.

There is apt to exist in many companies a high degree of self-complacency based upon a past history of consumer acceptance and profitable company operation. Necessity not only motivates packaging development, but the need for a much closer and continuing scrutiny of every package in terms of its sales personality as it faces the increasing tempo of competitive products.

A growing fundamental need in the field of packaging is the development of a dual personality in a package. For it must readily be discernible that the design of the package must achieve maximum sales impact, identification with the product, and many other potent qualities when it is placed in direct competition with its shelf neighbors in the supermarket or chain.

If a package were so designed that the consumer felt free to place it on the bathroom shelf, dressing table, or kitchen ledge, would it lead to greater frequency in use? Would it minimize recall and inhibit continued purchase?

In trying to develop a package that will best fulfill the design engineering requirements and incorporate personality factors, a number of conflicting interests must be reconciled. Among these considerations is that of dealing with materials to be used. The objectives of the manufacturer of materials may very well be diametrically opposed to the interest of the designer's client.

A package designer in terms of a client's objectives, may deal with a multiplicity of materials, and it is the designer's responsibility to investigate continually the fast-changing developments in all areas of packaging.

Your product's personality is your last selling opportunity on the retail shelf and in the home. If it is a dull personality, you may lose a customer, a dealer, a market, and eventually a business.—*Abstract of T.G.A. address by Donald Deskey.*

#### PACKAGES AND WOMEN

A study of Packages and Women is not and never will be a "closed book" with a tried, true and "pat" formula for success. Instead, our knowledge of this subject will continue to grow and change right along with our knowledge of packaging and the buying psychology of women.

We all know that in order to enjoy a healthy "repeat" business, many factors must be taken into consideration in addition to product packaging. One of the most important of these is The Product itself—but one of the prime motivating factors in the initial or First sale of any new fragrance is the Packaging.

With fragrance particularly, the bottle is also extremely important. Here is one product or series of preparations that women buy, not only to use, but to display . . . in their bathrooms or on their dressing tables. They want a fragrance that not only "smells pretty" but "looks pretty".

Women want brand identification too. They want to be able to spot the preparations of their choice quickly and easily when they walk into a cosmetic department. The "Evening in Paris" line is a good illustration of this. When purchasing "Evening in Paris," women expect the bottles to be blue, the labels silver and the gifts sets blue and silver.

I'd also like to mention here the case of the effective color card or shade selector that, by virtue of a beautiful



Three of the famous Ogilvie sisters, left to right, Mrs. Mabel Ogilvie Carter, Mrs. Clara Ogilvie MacInnis and Mrs. Georgina Ogilvie Tweddle together with Lawrence Carter, son of Mrs. Carter, James Boohecker, general manager of Dorothy Gray and Richard Livingston, sales manager were entertained at the convention by Dorothy Gray which recently acquired the line of hair preparations made by the Ogilvie sisters. Lawrence Carter joined the Dorothy Gray sales headquarters staff

colored illustration, leads women directly into a display of lipstick, nail polish, make-up preparations, eye make-up, etc. These color cards do such a wonderful job of attracting the eye and selling customers, it seems a shame that the make-up sale can't be culminated just as easily and effectively. Instead, shade reproductions on a counter card are sometimes so far away from the actual production color of the make-up concerned that a great deal of time and interest can be lost while women try to "match up" the color of make-up in the bottle, tube or case with the shade that first caught their attention on the color card.

Cosmetic packaging of all sorts is not a complete and closed field unto itself. Instead it has been and always will be a phase of the cosmetic industry which revolves around and grows along with the needs, desires, prejudices and buying habits of American women.—*Abstract of address by Janet Myers.*

#### THE CHANGING PERSONALITY OF TOILETRIES DISTRIBUTION—RETAIL DRUGGIST ANGLE

Distribution and merchandising are unalterably linked together and these methods are changing and will change more. We must always remember that all motion is relative and maybe you have moved away by standing still.

I am going to throw at you 7 points that to me are of cardinal importance to be considered in modern distribution.

1. Many fine manufacturers with widely accepted and excellent products are missing the boat with chain store operators because they do not use a Market Makers principle—that is a complete package, carved to fit today's Chain Store selling program, which includes promotional plans, P.M.'s Co-op, advertising, display allowances, adequately built in profit.
2. Attractive repackaging for modern self-service selection selling.
3. Development of a shelf pack for economy of handling—all along the line. This shelf pack to contain between 3 and 9 units rather than the large carton.
4. The decided trend of the woman shopper purchasing

men's requirements in the toiletry field.

5. The teen-age market must be recognized and be programmed and developed.
6. Many manufacturers should recognize that the chain drug stores are the only ones equipped and the only vehicle to give a complete selection as to sizes, types, brands in order to fully service that wonderful person, the customer.
7. Chain drug stores have proven they can sell prestige merchandise in all lines. Modern and forward thinking executives looking for the ever needed increased volume that is so necessary because of the arithmetic of these times and the irresistibility of blunt economics should make available their lines for wider distribution through drug stores.

Again I repeat—all motion is relative and maybe you have moved away by standing still. If you can keep a clear head when everyone else is confused, maybe you don't know what the hell is going on. I speak so directly on this because I feel that distribution is one of the greatest changing things in our business field. The control of its costs are going to make or break many companies in the next few years, and very few of us have recognized the volatility and its danger.—*Abstract of T.G.A. address by Ade Schumacher.*

#### THE CHANGING PERSONALITY OF TOILETRIES DISTRIBUTION IN DEPARTMENT STORES

Department stores represent the single best outlet for a manufacturer of toilet goods who wishes to keep his line in "The Social Register" of products.

In my mind there has always been a conflict within toiletry companies between the mass versus class factions, the volume versus prestige protagonists. Some companies have swung toward the mass market, others entirely to the prestige market. Yet there are those who have managed to ride both horses and most successfully. My own feeling is that each of these different points of view need department stores as important outlets. The mass market products want to be seen in the best of company although certain other outlets such as the chain and variety stores and the food stores may sell the real significant quantities of these products. The social "upper crust" among the toiletry lines have for years used department stores to launch promotions and have depended on these stores to add their respected names to those of the manufacturers in order to put on a certain look to the consumer public.

You are familiar with the current philosophy—it is designed by the best chemists—it is packaged by the best designers—it is advertised extensively and expensively by the best agency in the best media—it even does what we say it does—it's got to sell!

Perhaps gentlemen, but I still feel that the last few inches from the counter to the customer are frighteningly important. Point-of-sale salesmanship is still a fine art and one which the department stores, indeed with the help of the manufacturers, have been able to maintain.

To sum up—products have changed considerably during the past decade and so have methods of publicizing them. Department stores have had to shift to make allowances for this change. Self-selection fixtures have taken their places alongside glamorous counters. It is a credit to these stores that they have adapted themselves to the changes and have also kept the flavor of the prestige for which they have always stood. Department stores have been called the dinosaurs of retail distribution. To my way of thinking—nothing could be further from the truth. Those colossal reptiles, we are

told, passed into extinction because they could not keep pace with the environmental changes. The successful department stores have changed to keep pace with the way products are made, distributed, pre-sold, and finally purchased by the consumer. It is my firm belief that they will continue to change as exigencies dictate, but the need for prestige outlets with substantial volume for products made by members of this Association will never change.—*Abstract of T.G.A. address by John W. Straus.*

#### SUGGESTIONS FOR ADDITIONAL FOOD STORE DISTRIBUTION OF TOILETRIES

"Prestige Beauty Preparations and Fashion Cosmetics" should be the next step in developing sales in super markets. Mr. Handleman indicated that, "A separate department apart from the health aids and toiletries department, but probably nearby, should be devoted to these prestige preparations," and that this department will "carry its own identification and have its own personality." Mr. Handleman, whose experience in the super market field has been extensive, pointed out that the super market industry had revolutionized many concepts of merchandising over the past 25 years and that the men who comprised the owners and leaders of this industry believe that "if you stop to take a breath you fall behind."

He indicated that toiletry manufacturers, if their products can be readily identified, are being exposed to the super markets where a total of 42 billion dollars a year is being spent, which is beyond the fondest hopes of the manufacturer. He stated that the present sales through food stores were largely "corrective products," such as deodorants to prevent unpleasant odor, shampoos for cleansing the hair and dentifrices to keep the teeth clean, whereas products "that are of a positive nature such as colognes, perfumes, make-up, creams, lipsticks and many others, should have their own department to be termed 'Prestige Beauty Preparations and Fashion Cosmetics'."

To the manufacturer of such products he insisted that "the super market will be an addition to the retail outlets now handling his products. As a constructive force their contribution will stand out."—*Abstract of T.G.A. Address by Joseph Handleman.*

#### THE CHANGING PERSONALITY OF TOILETRIES DISTRIBUTION IN VARIETY STORES

The emphasis on changing personality which runs through your entire convention is characteristic of your searching interest in the future, an interest which makes it possible for you to adjust to our country's growing and shifting population and its dynamic, expanding economy.

Variety Store retailers recognize you manufacturers of Toilet Goods as among our most important suppliers today. We also see a potential for sound growth and for increased sales of your products in the days ahead. This potential is based on changing times and on the exciting, changing personality of our Variety Stores.

The modern Variety Store is especially well suited to the distribution of Toiletries. It blends the new features just described with the traditionally popular appeal of full assortments and the most highly developed skill in space merchandising. Consider what this means to you.

Nationally advertised Toiletries, yes even the prestige cosmetics and fragrances, are for Mrs. America. Modern Variety Stores offer you a distribution channel that is geared to today and tomorrow.—*Abstract of T.G.A. address by Philip W. Schindel.*

# Ammonium or Monoethanolamine- Thioglycolate?



DR. R. HEILINGÖTTER\*

Since the hair softening action of diammoniumthioglycolate was first known, the question of whether it is preferable to replace the ammonia with another cation has been studied. Therefore it was desirable to choose another cation because in this way it was possible to forestall the somewhat troublesome ammonia odour. In place of the ammonia, monoethanolamine was first chosen because this is available in a pure, iron free, colourless and odourless quality. Also its alkalinity comes very near to that of ammonia. In many cases producers of cold wave solutions have made this step, yet there is little known about the results.

The replacement of ammonia in cold wave solutions by monoethanolamine or any other odourless alkali has remained a highly judicious step as long as no exact measurable results were available, which could give rise to the question as to whether this measure was of some or little value.

The hair cosmetic industry, therefore, turned to a study of this problem, although it was not likely that a cation exchange could have a great influence on the efficiency of cold wave lotions. It was possible, however, that a change of toxicity could occur. According to Whitman and Brookins<sup>1</sup> who, on the one hand, studied the question of toxicity of ammonia and monoethanolamine, and on the other that of ammonium and monoethanolamine-thioglycolate, using for this the experience of other scientific centres, such as the Hill Top Research Institute, Inc. of Miami, Ohio, that of Morris Sheldonsky of the Industrial Toxicological Laboratories and finally the own investigations of the Rayette Inc. St. Paul, Minn., the following conclusions were reached:

1 Comparative single dosage acute toxicity studies on ammonia and monoethanolamine indicate that it is less toxic than ammonia.

2 The use of monoethanolamine as an alkali and as a free base in sulphite containing (Mercaptan free) permanent lotions has for many years confirmed the favourable action of it.

3 Monoethanolamine thioglycolate lotions appear to

be considerably less irritating to the human skin than ammonium thioglycolate lotions.

4 No sensibilization reactions appear, as a result of repeated exposure, to either monoethanolamine thioglycolate or ammonium thioglycolate hair waving lotions.

Corresponding to these results, Richter and Fuhrmann<sup>2</sup> have found almost the same by testing a great number of persons suffering with skin troubles. A 1.8 percent monoethanolamine solution did not result in a heavy positive reaction and only in 7.5 percent a weak reaction.

In this way, it seems to be beyond doubt that monoethanolamine thioglycolate, alkalinised with monoethanolamine, is more compatible to the human skin, in the case of acute toxicity.

The difficulties arising by persistent use of such solutions, however, do not lie in such a high degree in the acute toxic sector, but to a disagreeable extent in the sensibilising action on the human skin, principally on the hands of the hairdressers, who are continuously working with these solutions. Therefore, the conclusion reached, that no difference in the sensitizing action could be determined between the two thioglycolates, seems to be of great importance. Richter and Fuhrmann suggest the use of monoethanolamine in thioglycerol cold wave lotions in the supposition, of course, that this would have a softer effect on the scalp, but they were forced to admit that some of the users complained about a greater irritation of the skin and a greater softening action on the epidermis. Hirsch<sup>3</sup> is of the opinion that the greater toxic effect of thioglycerol-monoethanolamine is due to a specific irritating property of this mercaptane.

Besides the question of toxicity, the softening and curling action was also of great importance in the choice of a thioglycolate combination, and it was also important to determine exactly the effect of a cation exchange in thioglycolate solutions. Fuhrmann<sup>2</sup> has stated that

\*Research Laboratory, Indola N.V., Voorburg, The Hague—Holland.

monoethanolamine is much more effective than ammonia, but the writer of this article has not found such a great difference in the investigations he made some years ago. Therefore, a further check seems to be necessary.

The cold wave lotion (A), used for this purpose, was prepared in such a manner that 80 ml. of a neutral monoethanolamine thioglycolate solution could be mixed with 20 ml. water, to produce a monoethanolamine thioglycolate lotion, containing five percent thioglycolic acid. This left 20 ml. which could be replaced by alkali and then water added to make up the volume to 100 ml. A solution (B) was prepared in the same manner but with ammoniumthioglycolate.

As a softening degree, the twenty percent index was chosen, that is to say, the power or loading necessary to lengthen a single hair fibre by twenty percent from where it starts.

The tests were made with five cm hair lengths and by the destroying free method. First a stretching curve was taken up under water when the twenty percent index was noticed. The hair fibre was then completely discharged till the start of the hair length was reached. The same hair fibre was then immersed in an open bowl for twenty minutes in the thioglycolate solution to be tested at 20°C, rinsed in boiled cold water, and at once stretched in the same manner as described, namely under water. As a result of the softening action of the solution used, the stretching power decreases, the second curve is less bent and the twenty percent index also decreases in a corresponding manner. If the twenty percent index of the untreated hair is fixed on the hundred number, the decrease in stability and strength appears at a lower index. The difference between the hundred expresses the softening degree and therewith the efficiency of the solution has been tested (Graph 1).

The following results were found (Table 1):

Test No.	(A)		(B)		Thiogly. acid %	pH	Softening grade
	gr. free Mono.	p. litre	ml. free ammonia	(0.910) p. litre			
1	—	—	4.5	5.0	5.0	7.82	17.5
2	—	—	10.6	5.0	5.0	8.95	61.0
3	—	—	24.2	5.0	5.0	9.22	71.2
4	—	—	25.6	5.0	5.0	9.27	67.6
5	—	—	50.6	5.0	5.0	9.68	83.1
6	—	—	61.2	5.0	5.0	9.70	86.1
7	0	0.81	—	5.0	5.0	7.00	6.9
8	8.2	9.0	—	5.0	5.0	8.78	28.3
9	11.0	12.1	—	5.0	5.0	8.92	77.3
10	23.3	25.7	—	5.0	5.0	9.36	87.3
11	26.1	28.7	—	5.0	5.0	9.39	85.7
12	34.7	38.3	—	5.0	5.0	9.50	96.7
13	54.5	60.0	—	5.0	5.0	9.85	87.6
14	59.0	64.9	—	5.0	5.0	9.81	93.6
15	76.2	83.7	—	5.0	5.0	10.00	98.7

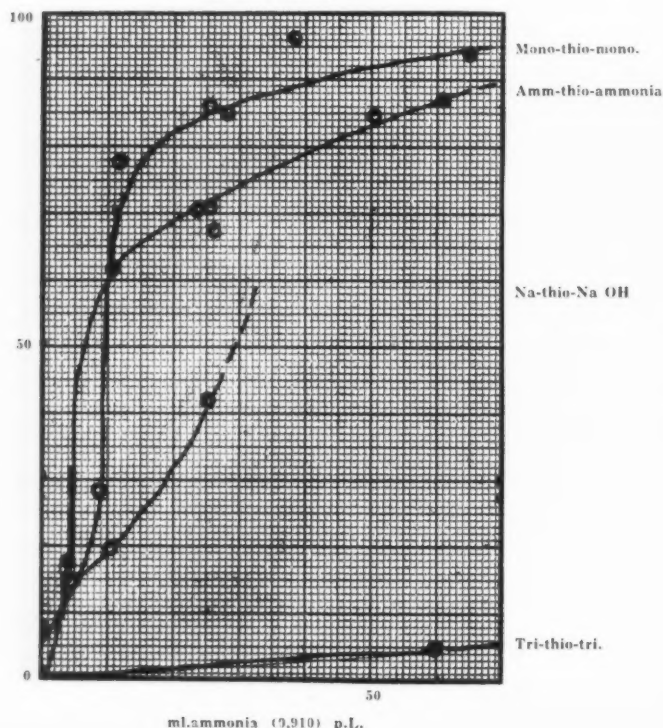
xi Monoethanolamine as equivalent to ammonia, ml. (0.910), p. litre.

Graph 2 shows that monoethanolamine thioglycolate is somewhat more effective than ammonium thioglycolate. The small difference of about ten percent, which can be stated, is due to the volatility of ammonia during the testing time of twenty minutes. At the same time, as ammonium thioglycolate cold wave lotions are, in practice, applied to the hair and during winding of the curlers and the usual waiting time, pH and alkalinity decrease whilst measuring same. In connection therewith, the softening action on the hair and also the possible irritating effect on the skin, decreases in such an amount, as can be seen by checking pH and alkalinity on test No. 5:

	ml. ammonia (0.910) p.L.	pH
At the beginning when first measuring	50.6	9.68
After 20 minutes of action	27.9	9.37

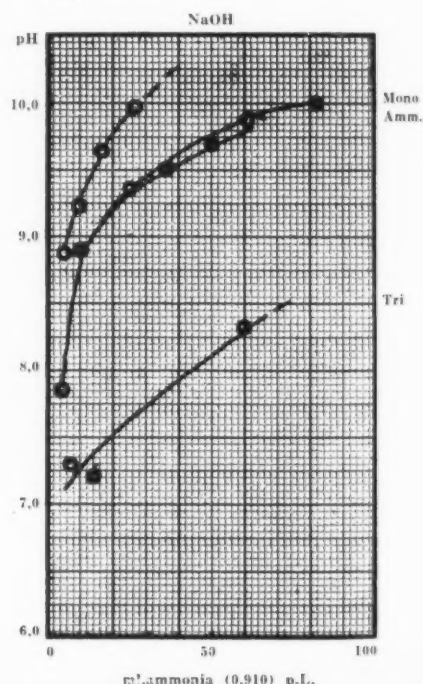
It is well known in practise that if a curl has not reached the full desired strength, after the usual working time, it is not only necessary to prolong the time of action but also it is indispensable that fresh cold wave lotion be applied to the hair curlers at once.

Graph 1.  
Softening degree



Graph 2.

Influence of alkali on pH of a 5% thioglycolic acid containing thioglycolate solution.



Whilst the curling power of ammoniumthioglycolate-ammonia solution drops continuously during the application of same, monoethanolamine thioglycolate solutions do not change in alkalinity and remain active from the start to the end of the treatment.

The action of monoethanolamine thioglycolate lotion thus must be carefully checked because the entire softening procedure then proceeds much more quickly. It is doubtful whether this quicker action may be regarded as a success.

What is the situation with regard to other cations? Whilst ammonia and monoethanolamine thioglycolates are practically equal with regard to their softening action, triethanolamine and sodium thioglycolates are less effective. The influence of pH on various thioglycolate solutions is quite different; Graph 2 shows the rising of pH added to some alkali, to a five percent thioglycolic acid containing thioglycolate solution. It is to be seen that triethanolamine has only a weak action and that effective pH cannot be arrived at through the usual alkali additions. Ammonium and monoethanolamine do not cause any difficulties in reproducing the active pH of about 9.5, while sodium thioglycolate promises to give a strong softening action. Measurements accomplished in the described manner, gave the following results:

	(C)	(D)				
Test No.	gr. triethanol- amin p. litre	gr. NaOH p. litre	ml. ammonia (0.910 p. L.	Thioglycolic acid %	pH	Softening grade
16	120.0	—	60.4	5.0	8.29	4.2
17	—	2.42	4.53	5.0	8.80	14.9
18	—	5.67	10.6	5.0	9.20	19.8
19	—	9.25	17.3	5.0	9.57	10.3
20	—	13.75	25.7	5.0	9.96	41.8

x) Triethanolamine and sodiumhydroxyde as equivalent to ml. ammonia (0.910) p. litre.

Results are also registered in Graph 1. They confirm the fact that triethanolamine is absolutely inefficient as

a cation and as free alkali and surprisingly enough the same can be said on the subject of the action of sodium thioglycolate, whilst a considerably hair destroying action can be stated. The best results are obtained by ammonium and monoethanolamine thioglycolate on the active pH of 9.4 to 9.5. Potassium thioglycolate is also unpredictably bad, according to Whitman and Brookins.<sup>1</sup> It is evident that there is a difference in which cation is chosen by the reproduction of a cold wave lotion and that each cation is able to give a specific action. For this reason it seems that there is a possibility by testing other alkalies, such as those mentioned here, and these perhaps may give a good result.

The advantages of the use of monoethanolamine instead of ammonia can be found above all in the elimination of the pungent ammonia odor, and further in the less acute toxicity. With regard to the sensibilization action, however, it is of great importance that no difference can be pointed out and thus no progress can be claimed. On the other hand due to the low volatility of monoethanolamine, the action of the alkali remains at full speed and leads to a greater possibility of damaged hair. This may not be underestimated because practice has shown that an optimal softening action may not be exceeded. The exact degree of hair softening to reproduce a good permanent wave is difficult to determine in practice and to this day the determination of this point remains a question of subjectivity and a sense of touch as far as the hairdresser is concerned.

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## Saturation Strait Jacket

When a market researcher calls a market 95% saturated, he means simply that out of every 100 people who could be considered customers for a product, 95% already have the product. In the eyes of most marketers, this removes those 95 people as potential customers, leaving a market of 5%.

The loopholes in this theory were exposed some months ago in a speech by Victor Hawkins, research director of Capper Publications, Inc. The theory of a saturated market, said Hawkins, is nothing more than a strait jacket. It's a frame of mind rather than a fact. The two weak spots in the theory, Hawkins continued, are determining who can be considered a customer for a product and who cannot, and whether ownership of a product removes the buyer as a customer for additional products of the same kind.

The saturation strait jacket can be smashed and has been smashed, says Hawkins. He cites four ways that it can be done.

1) Increase the number of people who might use your product. At one time in the automobile market, explains Hawkins, there were 20,000,000 cars registered in the U.S., and the industry looked forward with awe to the day when there would be 30,000,000 registered cars and the market would be saturated—because every family would have a car.

But someone in the auto industry took a close look at the "saturation" and decided it was just a word. Sales departments learned how to switch from no chrome to excess chrome, and back again. People who already owned the product, and were assumed "out of the market," were brought back in again through calculated obsolescence.

2) Increase the number of units that each user buys. Back in 1940, Hawkins explains, the tractor market was rated in terms of "farms with" and "farms without" a tractor. When the number of tractors exceeded the number of farms, the market was saturated.

But somebody got the idea that a farmer could do a better job of farming if he had two tractors instead of one, and he went out and found some farmers who agreed with him. Today the farmer with only one tractor is the exception rather than the rule, and many farmers have three or four.

3) Increase the size of the units produced. Here the refrigerator is a good example. Once the market was "saturated" by six cubic foot units—until eight-foot, nine-foot, and 11-foot boxes were introduced. The market was "unsaturated" by increasing unit sizes of the product.

4) Competition. The final suggestion Hawkins has for overcoming saturation is to compete fiercely, not only with companies in your field but with all goods and services. After all, says Hawkins, today's family must decide whether to take a vacation or buy an air conditioner. Your product may have as its biggest competition not a competitive product, but a patio, a new TV set, or music lessons for Johnny.

The way to combat this fourth factor of saturation, this competition that you cannot see, says Hawkins, is to promote and advertise, advertise and promote, and keep repeating the process. As soon as you stop advertising, as soon as you start thinking in terms of a saturated market, you'll find that your market is saturated—to the extent that you're frozen out of it.—*Tide Magazine.*

# AN INDUSTRY ON THE MOVE

Over the past 40 years the fragrance industry has exhibited remarkable growth—a tribute to its sound merchandising skill as well as to the great advance in taste and discrimination on the part of the American people.

The principal reason, however, for this steady advance to new plateaus has been the contributions of those whose persistence in research, and constant improvement in manufacturing techniques and facilities, have given the industry hundreds of new tools with which to meet the ever-changing demands of the consumer. Where 40 years ago the perfume chemist worked largely with a couple of hundred materials, mostly of natural origin, today he has at his command several thousand materials, made wholly or partially by synthesis, to increase his creative scope and at the same time, give the formulations a uniformity and stability so necessary to successful merchandising.

Typical of the fragrance industry growth-pattern is the New York firm of van Ameringen-Haebler, Inc. which has made many notable contributions through its application of creative chemistry to creative perfumery. A few of these operations are shown here.



This month, A. L. van Ameringen, chairman of the board, van Ameringen-Haebler, Inc., is celebrating a special anniversary. It was forty years ago that he came to the United States from The Netherlands, and at the same time entered the American fragrance industry.



The Elizabeth, N. J. plant as it appeared in 1922. Today this is the site of a modern plant producing aromatic chemicals and flavor materials. At one time it was the scene of all company research and manufacturing until, commencing in 1952, the research and much of the aromatic chemical manufacturing was gradually moved to a new facility at Union Beach, N. J.

Chemical research at the Union Beach plant. As early as 1920 the company conducted research over the broad field of aromatic chemicals. This never-ending search continues, and is of increasing importance to the perfume chemists of today.



A view of newly-enlarged distillation building at Union Beach. Here natural and synthetic materials undergo processing in a variety of specially designed units. From this stage the aromatics move to storage for aging and distribution. At every step in the operation close control of quality is kept through frequent chemical analysis and odor evaluation.



This is a view of a perfume chemist's laboratory at the New York headquarters on 57th St. The young lady is precisely weighing out a perfumer's formulation. Its success will, of course, depend on many factors, but this partial display of available materials gives some indication of the number of "notes" at the perfumer's command.

Aerial view of the Union Beach chemical research and manufacturing operation of van Ameringen-Haebler, Inc. The buildings have been specially designed for their particular requirements. Not

shown, but currently under construction, is a new administration building. In all cases the plans have been so drawn as to provide a virtually unlimited expansion potential.





Top: Dr. A. J. P. Martin

Bottom: Dr. A. T. James

# Basic Research Theme of



Sabbat J. Strianse  
President, S.C.C.



Nobel Prize winner Dr. A. J. P. Martin (left) and his coauthor Dr. A. T. James (center) accept the Third Annual Special Award of the Society of Cosmetic Chemists from Society President Sabbat J. Strianse (right).

## S.C.C. Meeting

**First recognition of scientific importance of gas-liquid partition chromatography. . . . Technical papers on basic research, cosmetic technology and research methods read. . . . Record attendance at meeting**

**B**asic research and its contribution to cosmetic technology was discussed by experts at the mid year meeting of the Society of Cosmetic Chemists in the Hotel Commodore, New York, May 10. It was the largest meeting in the Society's history and was climaxed by the Special Award ceremony honoring Nobel prize winner Dr. A. J. P. Martin and his colleague Dr. A. T. James.

As coauthors of outstanding scientific literature, Dr. Martin and Dr. James accepted a joint prize of \$1000 and a pair of illuminated scrolls. The Third Annual Special Award was made to the distinguished British team for their publications on gas-liquid partition chromatography, a sensitive research tool they developed for the study of amino acids, sebum, and hydrocarbons.

The award is the first formal recognition of the scientific importance of gas-liquid partition chromatography. Developed by Martin and James only a few years ago, it has already revolutionized research in chemistry and biochemistry.

Dr. Stanford Moore of Rockefeller Institute, featured speaker at the luncheon, stated that gas chromatography has opened new areas for the study of nutritive com-

pounds and biochemical processes. He pointed to industry's widespread application of gas chromatography as evidence of its value in many areas of science and technology. SCC President-Elect James H. Baker said gas chromatography has already widened the scope of cosmetic research and holds promise for future expansion of knowledge of hair, skin, and cosmetic materials.

"Nothing was further from my mind than the cosmetic industry when James and I started on the development of gas-liquid partition chromatography," Dr. A. J. P. Martin told the Society of Cosmetic Chemists. He said he was delighted by their interest in this research tool and gratified by their recognition of it as a basic scientific contribution.

"From what I have seen of your products I heartily approve of the results of cosmetic chemistry," Dr. A. T. James said. He hoped cosmetic chemists would find many laboratory uses for gas chromatography and would pioneer in extending it to production scale.

Sabbat J. Strianse, president of the Society of Cosmetic Chemists, presented the award to Dr. Martin and Dr. James.

The technical sessions included papers on basic research, on cosmetic technology, and on research methods.

Dr. Paul G. I. Lauffer set the pace for the technical sessions with a survey of recent advances in fundamental research and their implications for cosmetic science. A wide range of allied disciplines—such as biochemistry, physiology, allergy, dermatology—contribute new knowledge to further cosmetic chemistry, he pointed out.

Dr. Thelma Golub Warshaw, noted dermatologist, presented a new theoretical approach to acne research and therapy. Reporting clinical evidence of a casual link between perspiration and acne, Dr. Warshaw observed that control of perspiration by aluminum salts promised control of acne.

New ingredients for cosmetic formulation were introduced by Charles A. Dittmar and by D. L. Andersen. Mr. Dittmar described a new water-soluble polymer, Carbopol 934, as a potential emulsifier and stabilizer for lotions and as an improved humectant. This new synthetic resulted from intensive research, according to Mr. Dittmar. Fatty amino acid derivatives studied by Mr. Andersen and his associates at Gneral Mills showed desirable characteristics as surface active agents for cosmetic formulations. Containing both anionic and cationic functional groups in the same molecule, these amphoteric products can be produced with a variety of chemical structures, making them a versatile family with promise for a wide range of applications.

According to experimental data presented by Albert R. Latven, cosmetic cleansing products are effective in removing invisible secretions from "clean" skin. These secretions from the sebaceous glands solidify and become involved in the formation of blemishes, Mr. Latven noted, and are extremely resistant to ordinary soap-and-water cleansing.

Research on research was discussed by Derek E. Till in "Problem Solving: Some Thoughts on Methods and People." His observations on the factors influencing the creativity of research teams aroused great interest among Cosmetic Chemists. Another paper of general interest covered the increasing importance of aerosol pack-

aging for cosmetics. A. R. Marks paid particular attention to the latest development in this field, glass aerosol packages. Plastic coating assures satisfactory and safe functioning for glass aerosols, he said.

Program chairman William R. Markland presided during the technical sessions. Much credit is due Savery Coneybear chairman of the publicity committee for his intelligent and persistent work in publicizing the meeting which was largely responsible for the record attendance. The smooth running of the meeting was due largely to the work of Walter Wynne chairman of the Entertainment committee.

The following are abstracts of the papers read at the semi-annual technical meeting of the Society of Cosmetic Chemists at the Hotel Commodore, May 10, 1957:

#### **Fundamental and Comparative Actions of Cleansing Creams**

For centuries women and cosmeticians have persistently expounded the virtues of cleansing creams notwithstanding the fact that attempts to demonstrate skin cleansing superiority over that of plain soap have been uncertain and inconclusive. The lack of such demonstrative evidence probably accounts for the general indifference shown by men to the practical use of these preparations. It is the purpose of this manuscript to present experimental observations and data in reference to the ability of cosmetic formulations to cleanse the "clean" human skin of certain secretory products which are normally invisible and which are known to be involved in the formation of blackheads, acne and other blemishes. The findings make it possible to evaluate the cosmetic skin-cleansing effectiveness of finished formulation and of individual ingredients (as distinct from their effectiveness in removing foreign surface soil).

The secretions referred to are those exuding from the sebaceous glands which, although distributed over most of the body surface, are present in greatest number and size in the skin of the face and of the upper portion of the body. The secretion is of complex composition and undergoes various physical and chemical changes resulting in the formation of solid, waxy plaques which are extremely resistant to removal and which remain essentially invisible under usual conditions. Soaps as ordinarily used do not remove these concretions and organic solvents such as acetone, chloroform, kerosene, et cetera, are without apparent effect. Cleansing creams, cold creams, polyethylene glycol, some synthetic detergents and certain oils are effective and show distinct differences in cleansing efficiency.—Abstract of S.C.C. paper by Albert R. Latven.

#### **A New Water Soluble Polymer for Cosmetic Compounding**

Carbopol 934 is the result of an intensive research program to develop an all synthetic product which would have specific advantages over the natural products. It is a high molecular weight acid polymer which will impart high viscosity when it is neutralized to a salt. This viscosity comes from the electrostatic repulsion of the ionized carboxyl groups on the polymer chain. It can be completely or partially destroyed by the presence of excess metal ions which tend to screen this electrostatic effect so the use of soluble salt with Carbopol 934 should be avoided. The high viscosity which is imparted by Carbopol 934 is pseudoplastic which means that it has low viscosity at high shear rates and high viscosity at low shear rates. These gels also have high yield strength which gives them the ability to suspend solids and



Dr. Stanford Moore of Rockefeller Institute describes to the Society of Cosmetic Chemists the scientific advances from the development of gas-liquid partition chromatography.

stabilize emulsions with apparently low viscosity which would make it especially useful for lotions. Work is presently being done to have Carbopol 934 act as a combined emulsifier and emulsion stabilizer by making a salt of Carbopol 934 with an oil soluble amine. Carbopol 934 will act as a humectant with a somewhat more constant moisture content at varying humidity than some common humectants. It is also resistant to degradation by bacterial effects or chemical hydrolysis.

Other solvents such as ethylene glycol and glycerine can be thickened to extremely high viscosities. Gels of glycerine are clear and are stiffer with more stringiness than Carbopol 934 thickened water. Temperature strongly affects the viscosity of glycerine gels as contracted to thickened water which exhibits little viscosity loss at higher temperature.—*Abstract of S.C.C. paper by Charles A. Dittmar.*

### Some New Keys to Cosmetic Chemistry—1956

The development of better cosmetic products rests largely upon the advancing knowledge of the chemical composition and functioning of the skin. Many long unanswered questions were at least partially answered in the vast volume of scientific literature which appeared in 1956. A selective review of new facts, methods, theories, and concepts gleaned from last year's reports marshals numerous additions to our knowledge of structure and function of skin and hair, and the workings of sweat and sebum. Cells have yielded many secrets of their internal composition. Protein biosynthesis and structure have had intense study; more has been learned of the structural fibers collagen and elastin. Enzyme mechanisms have been partially elucidated.

Progress has been made in correlating physiological activity of substances with their molecular structure, and the mechanisms of permeability, protein binding, antibodies and allergy, pigmentation, and antibacterial action all have received serious study. The biochemical basis of aging has become somewhat less of a closed book.

New analytical methods have helped to speed up the accrual of knowledge. Governmental support of basic research programs continues to increase, and to furnish fuel for progress in every field. The cosmetic chemist can expect to continue to find rich sources of inspiration in the scientific reports of his colleagues in many allied disciplines.—*Abstract of S.C.C. paper by Paul G. I. Lauffer.*

### Problem Solving: Some Thoughts on Methods and People

Techniques for solving problems are divided into three broad classifications; the theoretical approach, the experimental approach, and that of Operational Creativity. Some observations on the background and the personality of workers in these fields are offered. The interrelation of the methods, and the manner in which the groups communicate is discussed.—*Abstract of T.G.A. paper by Derek E. Till.*

### Plastic Coated Push Button Containers

This paper highlights the increasing importance of aerosol packaging in the cosmetic field. There is a discussion of the development of the plastic coated glass container, the significance of proper bottle design for pressurized packages, factors influencing the determination of plastic coating weight and the advantages and limitations of the glass aerosol package. Included also



Dr. Thelma G. Warshaw, noted dermatologist, presented before the Society of Cosmetic Chemists, a new theoretical approach to acne research and therapy.

are quality control procedures—both in the manufacture of the container and in the plastic coating—drop testing safety evaluation and factors affecting the fragmentation patterns of glass aerosols.—*Abstract of S.C.C. paper by A. R. Marks and E. Budzilek.*

### A New Family of Amphoteric Surface Active Agents: Fatty Amino Acid Derivatives

A new family of amphoteric (containing both anionic and cationic functional groups in the same molecule) surface active agents is described. These products are derived from the reaction of a fatty primary amine and methyl acrylate. This reaction can be controlled to add either one or two moles of methyl acrylate. Hence, these fatty amino acid derivatives are available commercially in both monoadduct and diadduct form, and in a variety of fatty chain lengths. Their flexibility as to chemical structure and their amphoteric polyfunctionality combine to provide an extremely versatile family of products offering promise in a wide variety of applications. These fatty amino acid derivatives are particularly adapted to cosmetic formulations, exhibiting controlled surface active properties, compatibility with a broad range of products, mildness, and polyfunctionality.—*Abstract of S.C.C. paper by D. L. Andersen, J. W. Opie, A. J. Freeman.*

### Some New Considerations About the Chemistry of Acne Vulgaris

The first step in an attempt to understand the abnormal physiology and chemistry of acne vulgaris is to analyze current fallacies in thinking about the condition. The next step is to reexamine what is definitely known about the sebaceous glands, the site of acne; and what is known about the acne process. A clinical study by the author has opened a new avenue for investigation. As a result, a new theory about the pathologic process involved in acne vulgaris will be set forth, with suggestions for new departures in research and in therapy.—*Abstract of S.C.C. paper by Thelma Golub Warshaw.*

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A



B



C

A Ernest Sloan, Dr. Sol Gershon, former president; Dr. Stanford Moore and Gilbert Miles discuss some of the excellent papers presented

B Afternoon speakers: W. R. Markland, Charles A. Dittmar, Dr. Thelma G. Warshaw and Donald L. Anderson compare notes before the session

C Four of the morning speakers: W. R. Markland, A. R. Marks, Albert R. Latven, Dr. Paul G. I. Lauffer and Dr. R. K. Lehne



D



E



F

D Michael A. Stanton, Charles Fox, Dr. Julius Wetterhahn and Herbert Linne are amused by the spritely conversation of Mrs. Bettie Stanton

E Lee Feliz, Gabriel Barnett, genius of the S.C.C. Symposiums, Lester Conrad and Chairman-elect James Baker have a friendly chat

F George Fuller, perfumer par excellence and the Marco Polo of the cosmetic industry, Steffen Arctander, enjoy an anecdote by Savery Coneybear

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G



J



H



K



I



L

G Nobel Prize winner Dr. A. J. P. Martin (left) and Dr. Stanford Moore of Rockefeller Institute (right) were honor guests at the Society of Cosmetic Chemists semi-annual scientific meeting

H President Sabbat J. Strianse of the Society of Cosmetic Chemists (right center) introduces Maison G. deNavarre (right) to the winners of the Society's Third Annual Award, Dr. Anthony T. James (far left) and Nobel laureate Dr. A. J. P. Martin (left center)

I At a buffet supper, three honorary members of the Society of Cosmetic Chemists chat with Arrangements Chairman, Walter Wynne (left center). Honorary members are Dr. G. Robert Clark (far left); Dr. James L. Thomson (right center); and Maison G. deNavarre (far right)

J Left to right: Christian F. Wight, chairman and Pierre Bouillette president of the American Society of Perfumers, Harold Goulden, director of the Scientific Section T.G.A. and Dr. Andre Barbier

K Ardent supporters of the national Society from the New York Chapter: Harry Isacoff, chairman elect; Martin Rieger, Stephen Capkovitz, Beverly Meigs, Mrs. Maria Wiener, secretary; Michael Stanton, founder of the Chapter; Warren B. Dennis Jr., chairman; John M. Longfellow, and Irving Colbert

L George Kolar, former president; Gus Kass, Herbert Perry, Dr. Sophie Plechner, Fred Fielding and Nat Winarick engage in a friendly chat

### I. Dominica prima Adventus.

Cantus.

Altus.

Tenor.

ter secundus.  
[Quintus].



# COUNTERPOINT

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Counterpoint, a form of musical composition originally devised for the singers of chants and later employed in the works of such noted composers as Palestrina, Bach and others, had as its melodic basis the rendering of one musical theme against another to create an effect that was fuller, richer and beautifully harmonious. Something of the same principle has been applied in the development of certain perfume compositions, only instead of a tonal medium the perfumer has substituted fragrance. Our perfume offering this month has been named COUNTERPOINT because it does represent a type of perfume in which one fragrance pattern has been skillfully balanced against another. In this composition our perfumers have used a warm, woody effect and an unusual combination of spices to complement a bright, brilliant motif of rose, lilac and jasmine. A beautifully balanced, harmonious effect is the result. From the sum of its floral constituents, COUNTERPOINT derives a delightful topnote, while judicious use of animal additives gives it excellent fixation. Moderately priced, COUNTERPOINT is especially suited for use in perfumes, toilet waters and colognes, or with slight modification for an entire line of cosmetics. We strongly recommend that you write us for a trial sample of this unique and very attractive fragrance.

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Sculpture, left, by Luca della Robbia, from the Singing Gallery, Opera del Duomo, Florence, Italy.—  
Courtesy Library of The Metropolitan Museum of Art.







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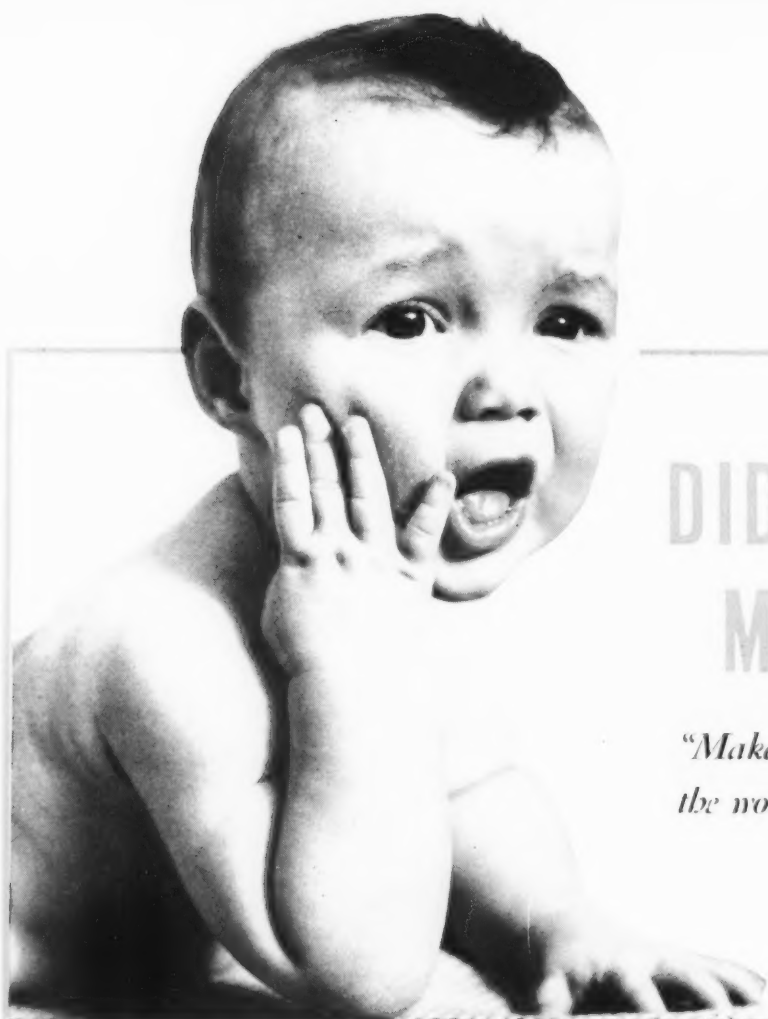


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TIME was when a child might have valid fears of a medicine's unpalatable taste, but certainly not today. *Now*, medicines really are different—they're more dependable, more efficacious, more *palatable*. And to children, that makes the big difference! Today, few of them object to taking their tonics or other doctor-prescribed medicines—and therein lies the proof of palatability's great importance. So . . . to any manufacturer now working with new pharmaceutical products, we urge that you give careful consideration to your product's taste before introducing it to the market. And, if you feel that our firm's vast specialized experience in this field can be of any aid to you in achieving flavor improvement, we hope you will consult us.

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in Pharmaceuticals *Consult . . . . .*

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is NOW AVAILABLE IN  
A LARGER SIZE  
*because you asked for it!!!*

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**TOUCH-N-FLO\***

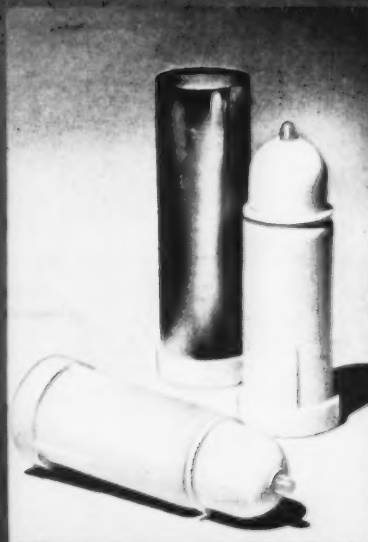


PURSE DISPENSER

\* U. S. PATENT



the 18 mm. TOUCH-N-FLO with  
our new Victoria Bottle.



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ful in its small plastic con-  
tainer style with gold-metal  
cap.

And so practical in a  
glass bottle with slip-on  
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the NEW 18 mm. TOUCH-N-FLO  
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tents always flow with a touch, yet  
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# Packaging and Promotion



## 1. BERMUDA RARE PERFUMES

Bermuda Passion Flower perfume, a new and original creation with an inspiring appeal is presented by Bermuda Rare Perfumes in a distinctive container enclosed in a lavender colored box. It comes in three sizes: DeLuxe, Cologne and purse size. The one ounce size retails for \$32.50; the half ounce for \$20; the dram for \$6 and the 2 oz. Cologne for \$6.

1.

## 2. LANI LYNNE



Lani Lynne Bubbling Bath Oil is being introduced by Lani Laboratories, in 16 oz. round, toiletry bottles with applied color labels and gold sprayed, plastic closures. The product is sold in three fragrances—Pine Needle, Apple Blossom and Bouquet, a combination of several floral scents. According to the manufacturer the bath oil creates millions of perfumed bubbles which help to soften water and eliminate bath tub ring. Distribution is being centered in the South and Southwest.

2.

## 3. LANOLIN PLUS



Lanolin Plus offers the consumer a "Summer Make-Up Special" in a dazzling gold foil and lace display package. Offer combines regular \$1.00 size Complexion Control Liquid Make-Up and regular \$1.25 size Powder Plus pressed powder in mirrored compact. It's a matching shade combination, price at \$1.75. The offer expires July 31. Heavy saturation newspaper advertising will back this promotion.

3.

## 4. PRINCE MATCHABELLI

Summer Shower Cologne Spray Mist is the newest addition to Prince Matchabelli's Summer Shower line of bath and after-bath products. The plastic coated bottle, topped in a golden metal cap, is a cool aqua, with the same raindrop-in-a-pool design and dark green lettering of other Summer Shower products. 3 3/4 oz., \$2.00 plus tax.



4.



5.



6.

#### 5. HELENA RUBINSTEIN

Among other "firsts" in the field, Helena Rubinstein now presents "B-Dry"—the first deodorant stick to contain the anti-perspirant ingredient, S.A.C. Lactate Complex, according to the manufacturer. "B-Dry", priced at \$1.25 plus tax, has a swivel action stick container and attractive cylindrical case in white with a pink top.

#### 6. COTY

Coty's new Cologne Mist has been introduced in the famous Muguet des Bois scent. The tall pink aerosol holds three full ounces and affords one of the best and easiest ways of applying fragrance. Cologne Mist retails at \$3.00 plus tax.



7.

#### 7. LENTHERIC

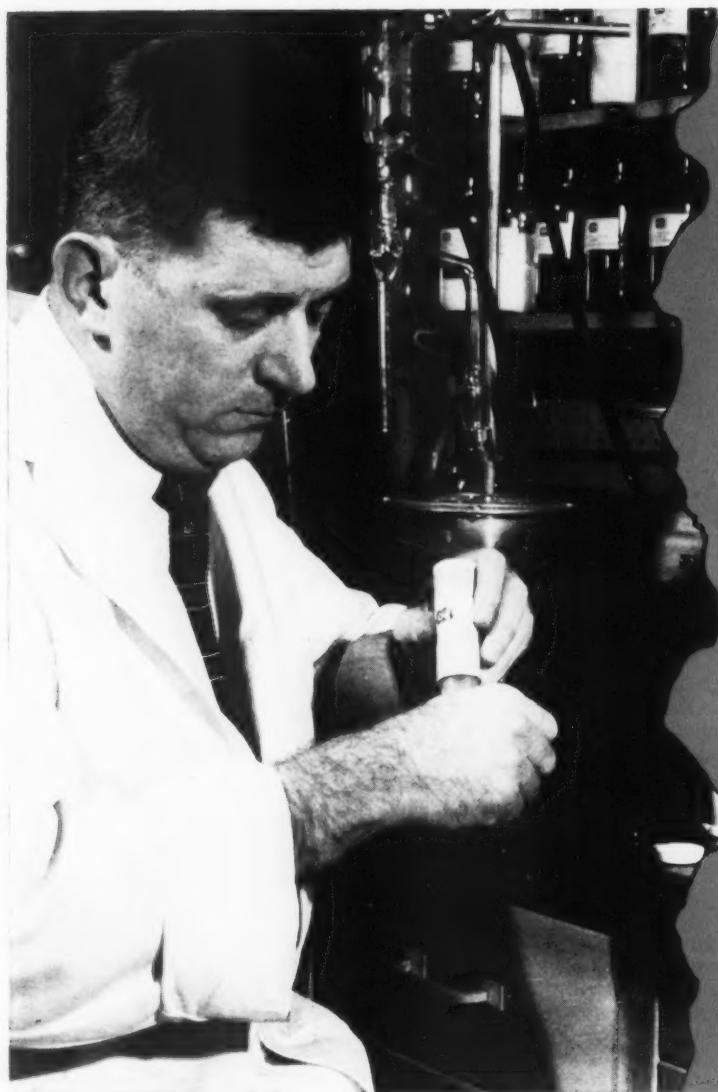
Lentheric has keyed Spring selling to a consumer offer featuring a gift of a "purse-size" bottle of Tweed Perfume with a full two ounces of Tweed Mist Toilet Water. The bottles are presented in a clear cylindrical acetate package, encircled by a ribbon-like design at the top. A golden disc, featuring a gold looped cord, caps the package. This offer is priced at \$2.25 plus tax.

#### 8. SHULTON

Shulton, Inc., plans a heavy ad campaign for its quality sunscreen product, Bronztan. The schedule will include magazines, spot radio and billboards. Fifteen full and half-page ads will appear in the June, July and August issues of *Saturday Evening Post*, *Look*, *Harper's Bazaar*, *Charm*, *Glamour*, *Redbook*, *New Yorker* and *Holiday*, a combined circulation of twenty-nine million. This heavy advertising schedule on Bronztan will be backed up with counter merchandisers, window card, streamers and overhead banners.



8.



# Compatible Fragrances Scientifically Formulated For Your Cosmetic Line

(Cosmetician, in the new D&O Cosmetic Testing Laboratory checks consistency and "feel" of a series of newly hardened stick colognes.)

In the new D&O Cosmetic Testing Laboratory that final, but all pervasive sales touch . . . compatible fragrance . . . is added to the otherwise finished product. Bath salts, face powder, stick colognes, deodorants, lipsticks, creams, lotions, talcs and sachets . . . each is thoroughly tested, in total formulation, with the fragrance of the manufacturer's choice, tailored specifically to his product. When the cosmetic leaves the D&O Lab, it is ready, in every respect, to make its consumer bow. Compatible fragrance is one of the master keys to cosmetic success . . . the emphatic and persuasive voice of a purely sensual appeal. Let the D&O Perfumers and cosmetic technicians, add this mute but telling salesman to your cosmetic line!

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ESSENTIAL OILS  
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FLAVOR BASES  
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## International Subcommittee on Flavors and Condiments



MORRIS B. JACOBS, Ph.D.

Paper read at Symposium III on foreign substances  
in Foods, Como (Italy), May 13-18, 1957.

A preliminary report entitled, "Study of the effects caused by the addition of flavoring materials and condiments to food," of the subcommittee on flavors and condiments of the Symposia sponsored by the Bureau International Permanent de Chimie Analytique recommends that action be taken to collect all the present data on the toxicity of flavoring materials and flavors. Before giving the report in detail some background concerning the formation of the international committee is pertinent.

At the request of Professor Gabriel Bertrand, Fellow of the Institute of France and associated with the Commission Internationale des Industries Agricoles (of the Institute Intergouvernemental which was organized by an International Convention on October 18, 1912), Dr. G. E. Hilbert, then Director of Utilization Research, Agricultural Research Service, U. S. Department of Agriculture in January 1956 invited Dr. Morris B. Jacobs (Flavor Editor of the *American Perfumer and Aromatics*) consulting chemist and author of a number of books in the field of flavors and foods to be Chairman of a subcommittee on the use of flavors and related additives in foods. This subcommittee was to report to the Symposia sponsored by the Bureau International Permanent de Chimie Analytique. With major assistance from Dr. C. R. Shabetai of the BIPCA, the final committee organization was: Professor R. Truhaut, Faculté de Pharmacie de Paris, Paris, France; Dr. phil. Horst Schmidt, Firma Haarmann & Reimer Chemische Fabrik GmbH, Holzminden a. d. Weser; Dr. A. Maurel, Directeur Laboratoire Municipal de Chime, de Recherches et d'Analyses, Nice, France; Dr. J. C. M. Schogt, Unilever,

Vlaardingen, Netherlands; Dr. C. R. Shabetai, Bureau International Permanent de Chimie Analytique, Paris, France, *ex officio*; and Morris B. Jacobs, Ph.D., Chairman.

### Portals of Entry

It has been pointed out by a number of toxicologists that there are three major portals of entry for any toxic material, namely, (1) by breathing into the respiratory tract, (2) by absorption through the skin, and (3) by ingestion with food, beverages, water, and saliva. Accidental entry as through a cut in the skin or abrasion of the skin or through the eyes or ears is also possible.

While the most dangerous type of entry is generally that of inhalation the mode of entry by ingestion is not to be minimized and has been given widespread consideration in recent years. This is the major portal of entry that interests the subcommittee on flavors and condiments.

### Dosage

In general, a poisonous material in the air has an effect attributable both to its concentration in the inhaled air (or from which it is absorbed) and the duration of time the victim is exposed. Expressed mathematically:

$$Ct = D$$

in which  $C$  is the concentration of the poisonous substance in milligrams per cubic meter and  $t$  is the time of exposure in minutes.

Continued on page 64



ARGENTEUIL — SEINE — France

# ROURE



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Roure-Dupont, Inc. technical staff is in a position to put its vast international facilities and know-how at your disposal.

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## FLAVOR SECTION

Actually many other factors enter into such toxicity relationships. For instance, the state of health of the individual, the rate of breathing the toxic material, the effect that the poisonous substance or other substances breathed in have on the respiratory center, the ability of the body to detoxify the poisonous substance, and other factors, all of which have a bearing on the actual effect that a poisonous substance has on the individual.

In the case of food additives, this relatively simple (or complicated depending upon your point of view) picture must be drastically modified. In the case of ingested poisonous materials the relationship which lends itself best to quantitative expression is the dosage per kilogram of body weight.

### Toxicity

The lethal dose (LD) of a substance or material is that quantity, generally expressed in milligrams or grams per kilogram of body weight, of a substance that will kill a test animal. The LD<sub>50</sub> is that quantity of substance or material, expressed in the same units, that will kill 50 per cent of the test animals. (There are different methods of calculating this value when limited numbers of animals are used.)

In the same manner that so many factors affect the *Cl* of a poisonous gaseous substance, so too there are many factors that affect the LD value of a given substance when ingested by animals. Among these are health, age, sex, diet, etc.

It is clear that the toxicity of any substance is a relative matter. This is irrespective of whether it is a natural material, an isolate (a substance derived from natural materials), a semi-synthetic (a substance manufactured from an isolate), or one which is wholly synthetic.

It must be stressed that merely because a material or substance is a natural product does not mean that it is a safe or wholesome material or that it can be used safely in foods. It can be shown that some synthetic substances, closely related to natural substances, are far less toxic than the corresponding natural substance. For instance, synthetic 6-methylcoumarin is less toxic than natural coumarin. It can also be shown that on a use basis certain synthetic substances are less toxic than some natural flavoring substances.

To most people most foods are wholesome and nutritious. Yet a specific food may be as toxic as a toxin to an individual who is allergic to that food. The toxicity of a given flavor or condiment must be considered in the light of the overall factors involved.

### Suggested Program

It is neither reasonable, practical, economically feasible, nor in certain instances justifiable to call for a blanket prohibition of flavoring materials and condiments in foods on the basis that some have an undesirable degree of toxicity. On the other hand, we must always bear in mind that the flavored food may be eaten by the young as well as by the adult and by the sick as well as by the healthy person. This must make us cautious in our recommendations. In order to make sensible and reasonable suggestions and recommendations, the committee has outlined a procedure to evaluate the present status of the problem of the safe use of flavor-

ing materials in foods. This would involve (I) the collection of toxicity and other data, (II) the establishment of lists, and (III) the making of recommendations.

#### I. Collection of presently available data concerning

1. The relative toxicity of flavoring materials and condiments
  - a. acute toxicity
  - b. subacute toxicity
  - c. chronic toxicity
2. The character of physiological response induced
3. The level of use in foods
4. The frequency of use in foods

#### II. Establishment of lists of relative toxicity

1. Important flavoring materials
  - a. those for which data is available
  - b. those for which data is unavailable
2. Flavoring material of lesser importance
3. Flavoring materials of minor importance

#### III. Status of regulations governing the control of the addition of flavoring materials in foods

#### IV. Recommendations of the Subcommittee

1. Those flavoring materials which present data indicate are suitable for use
2. Those flavoring materials on which toxicity data should be gathered immediately
3. Those flavoring materials on which toxicity data should be reviewed or is desirable
4. Those flavoring materials which present data indicate should be banned

### Conclusion

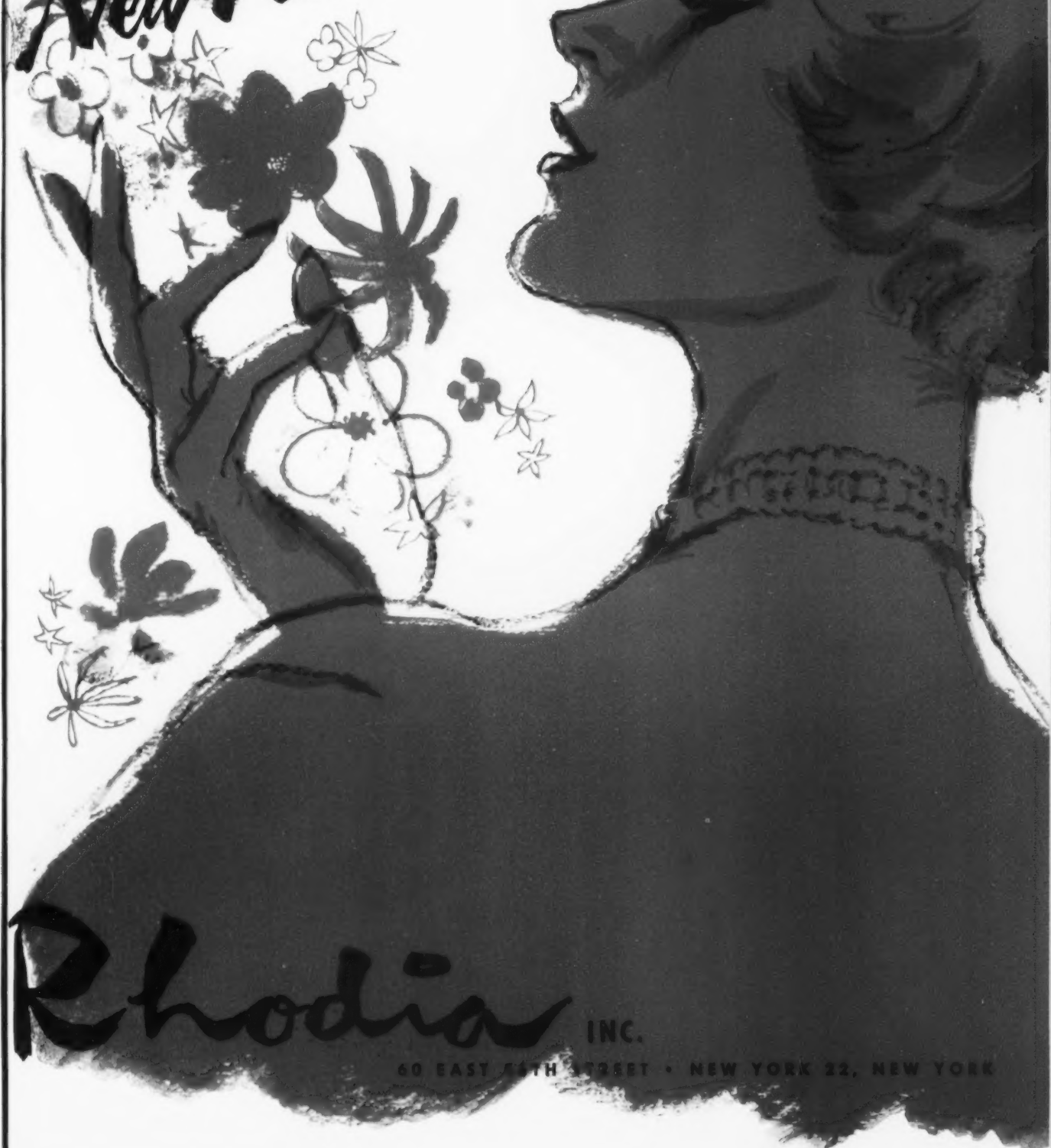
The subcommittee on flavoring materials and condiments has a program for the evaluation of the effects caused by the addition of such materials to foods. It wishes to stress the importance of obtaining data on the chronic toxicity of flavoring materials and the need to inform the consumer when such materials are present in the food they buy. The committee has some information relating to I.1, I.3, and I.4. Additional information is available on I.2 and III with respect to the United States of America.

It is hoped that with this data, it will be possible to present a full report in a form suitable for adoption by the 4th or 5th Symposium.

In considering this preliminary report on the study of the effects caused by the addition of flavoring materials and condiments to foods by the subcommittee to the Third Symposium on foreign substances in foods sponsored by the Bureau International Permanent de Chimie Analytique one must be struck by the truly international character of interest in the effects caused by food additives. It must be clear that it is not only in the United States that this interest is displayed as shown by the bills introduced into Congress for the control of food additives. It must be noted in this regard that the Food and Drug Administration has drafted a bill which has been submitted for consideration by the Congress also. At the beginning of the year it appeared likely that at long last this Congress would pass some additional legislation relating to the control of additives in foods but during April and May of 1957 sufficient opposition appeared so that new hearings on such legislation are likely. This in turn would delay the enactment of any such legislation.

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# Vanilla Research Discussed By F. E. M. A.



Chester A. Smeltzer, "Mr. Vanilla Bean," presents a full set of 100 Madagascar stamps to President Don C. Jenks while Pierre Massin of the French Embassy looks on



Charles Schneider, Warren Godfrey, Dr. Edmund H. Hamann and James F. Shumaker enjoy a friendly chat together



John C. Cassullo, dynamic president of Fritzsche Brothers Inc. and Mrs. Cassullo were among the notables at the convention

## Food Additives, vanilla publicity, outlook for business and scientific progress considered at 48th annual meeting

A full program of reports on progress by the various committees of the Flavoring Extract Manufacturers Assn. of the U. S. and a most timely selection of scientific papers for the technical symposium as well as an analysis of business conditions by an economist coupled with an evening dinner at the Latin Quarter and the always enjoyable President's reception and banquet combined to make the 48th annual meeting of the association in the Hotel Roosevelt, New York, May 19, 20, 21, and 22 one long to be remembered.

Newly elected officers of the association are:

President Myron J. Hess, S. Twitchell Co.

First Vice President, E. N. Heinz Jr., Food Materials Corp.

Second Vice President, C. P. McCormick Jr., McCormick & Co.

Third Vice President, S. M. Kleinschmidt, Liquid Carbonic Corp.

Secretary, W. Gordon Grant, National NuGrape Co.

Treasurer, Lloyd E. Smith, Virginia Dare Extract Co.

In addition to the foregoing officers who are members of the Board of Governors the following were elected to the board: Don C. Jenks, Foote & Jenks; Dr. A. S. Wendt, Fred Fear & Co.; Hunt P. Wilson, Warner-Jenkinson Mfg. Co.; Miller Winston, Blanke-Baer Extract Co.; Robert Krone, Fritzsche Brothers Inc.; and Francis Oakley, Baker Extract Co.

Ralph Burgess of the National Association of Manufacturers discussed present and future business conditions; Ray C. Schlotterer of the Vanilla Bean Assn. discussed the vanilla bean market and Bernard L. Lewis spoke on vanilla publicity.

The sessions on the second day were devoted to a technical symposium with Dr. Arthur S. Wendt, presiding. It included the report of the Scientific Research committee, by Dr. Wendt; and the research reports of George L. McNew of the Boyce Thompson Institute for Plant Research and the one on the chemical composition of vanilla extract by Dr. H. P. Burchfield of the same Institute. Ray Way discussed "Organic Acids in Vanilla" and Dr. Robert A. Osborn of the Food & Drug Administration spoke about the establishment of definitions and standards of identity for foods under the federal law. Harold Janovsky reported on food additives; Dr. Bernard L. Oser discussed the role of flavor in the food additive situation and Arthur T. Schramm spoke on

The Trend is to **WESTFALIA**

## Why Do Process Engineers in the Flavoring Extract and Essential Oil Industry Select WESTFALIA KG Clarifiers?



Recently installed at the Boonton, N. J. plant of Norda Essential Oil & Chemical Company, this WESTFALIA KG-4006 clarifies emulsified flavoring extracts prior to spray drying. Norda also uses a dolly-mounted WESTFALIA model KG-2006 to clarify depectinized fruits.

More and more, plant managers and process engineers in the flavoring extract and essential oil industry are turning to WESTFALIA KG clarifiers as a vital part of their expansion and modernization programs.

Here are a few of the progressive organizations which are realizing new economies and greatly increased output with the WESTFALIA KG clarifiers, while assuring their customers of products with unsurpassed quality: POLAK & SCHWARZ, INC., Teterboro, N. J., producers of true fruit extracts and vanilla concentrates for the beverage, ice cream and food industries; MAGNUS MABEE & REYNARD, INC., New York, N. Y., internationally famous in the field of essential oils, concentrated flavors and basic perfume materials; NORDA ESSENTIAL OIL & CHEMICAL COMPANY, Boonton, N. J., manufacturers of fruit flavors, concentrates, extracts for the exacting requirements of the food and beverage industries.

Why the widespread trend toward the WESTFALIA KG clarifier?

- \*First, constant high efficiency – the efficiency of the WESTFALIA clarifier is just as high at the end of the cycle as it is when the bowl is empty.
- \*Second, the extremely large solids-holding capacity of the unique multi-chamber bowl allows the operator to run the machine for longer periods of time before bowl cleaning is necessary.
- \*Third, the KG removes *only* undesirable solids, and retains full aroma and taste of the product.

The essential oil and flavoring extract industry is only *one* of the many fields where the KG clarifier is increasing efficiency and economy. The WESTFALIA KG is now being used more and more widely in the general chemical industries, in production of pharmaceutical and biological products, and in a wide range of food and beverage industries.

Won't you let us help you with YOUR liquid clarification or solids recovery problem?

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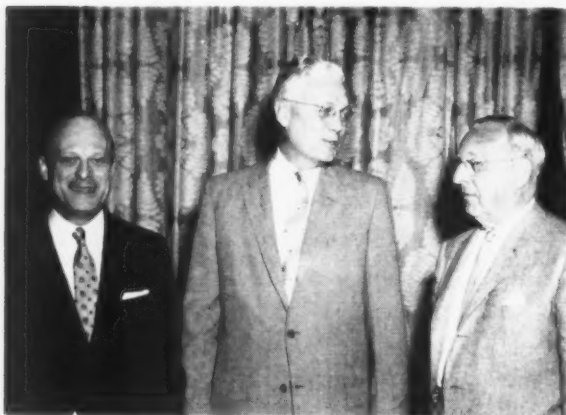
"Colors—Facts Behind the Headlines." As usual a highlight of the meeting was the annual report of the executive secretary and general counsel John S. Hall.

Entertainment consisted of a golf tournament, a dinner and show at the Latin Quarter and the colorful President's reception followed by the banquet and dancing.

An interesting surprise was planned and put into effect at the banquet by Chester A. Smeltzer, often known as "Mr. Vanilla Bean." In addition to his many years of service in the vanilla bean industry, Mr. Smeltzer is an ardent philatelist. After over half a century in the vanilla bean business Mr. Smeltzer concluded that many in the industry did not know what a vanilla bean looked like or where it came from; so with the cooperation of Stephen Shafer of Gillespie & Co. he was brought in contact with Pierre Massin of the French Embassy—

and with his help Mr. Smeltzer succeeded in interesting the Madagascar government to issue postage stamps depicting the orchid. A full set of 100 Madagascar stamps appropriately framed was presented to President Don Jenks and each member and guest at the banquet found one of the stamps at his plate. That the generosity and enterprise of Mr. Smeltzer was much appreciated was amply indicated by the hearty round of applause following the presentation.

Much credit for the complete success of the well attended convention was due to the convention committee which worked tirelessly before and throughout the convention. The chairman was Robert Krone and the other members were: Jack Mulligan, entertainment; Dr. A. S. Wendt, program; F. J. Lueders, golf; and William X. Clark, registration and reception.



Joseph Maxwell and former President W. Gordon Grant stop to congratulate Chester A. Smeltzer for his enterprise in securing the issuance of the Madagascar stamps featuring vanilla beans



Alert Treasurer and former President Lloyd E. Smith and Mrs. Smith greeted many old friends at the President's reception



Mr. and Mrs. Fred G. Buehler, Mr. and Mrs. George J. Waegelin, Alfred Dittrich and J. William Voit relax just before the banquet



Mr. and Mrs. John M. Blatterman of St. Louis, Mo. renew their friendship with Mr. and Mrs. A. O. Daniels of Cos Cob, Conn.

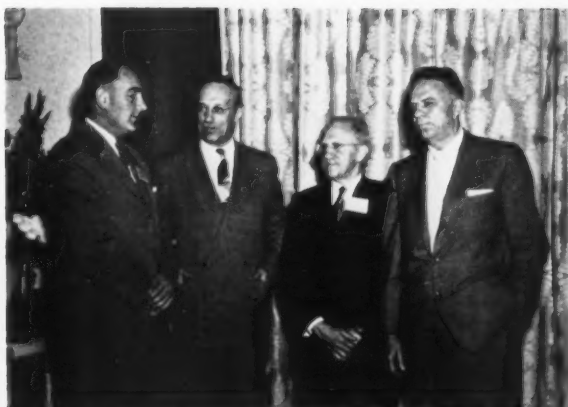
Ever active Henry Eickmeyer and Mrs. Eickmeyer were among those present at the colorful President's reception



Jacob Beck who always journeys from East St. Louis, Ill. to attend the F.E.M.A. meetings pauses with Mrs. Beck before the banquet



Groups of merrymakers such as that made up by Alden R. Ludlow, J. F. Whitescarver, William B. Durling, Frederick J. Lueders, Howard Beck and Warren E. Johnson added gayety to the reception



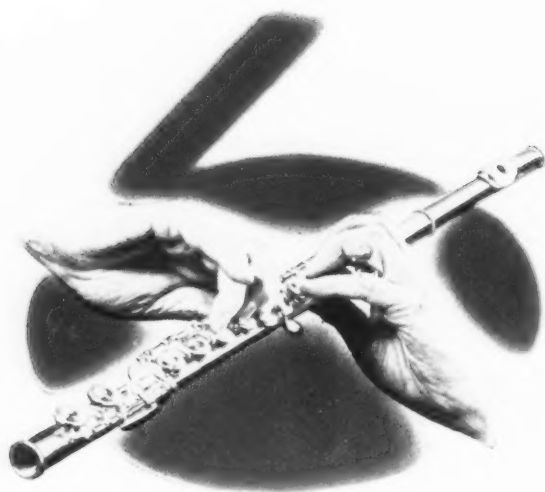
Favorable notes on the excellent business and scientific program were compared by Francis Miller, Dr. Darrell Althausen, J. O. Van Winkle and George Brannigan



Ever faithful honorary member and former President John H. Beach chats with Mrs. Beach and Dr. Robert A. Osborn of the Food & Drug Administration



David Sheinker, Dr. Irwin F. Plagge, Jacob Manheimer and Harry Forst discuss the outlook for the growing flavoring industry



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#### NEW CONSTITUTION ADOPTED BY F & S M A

The best attended and probably the most important convention ever held in its existence took place May 17 and 18 in the Hotel Roosevelt, New York City when the National Fruit & Syrup Manufacturers Assn. held its fortieth annual meeting. The excellent attendance was attributed largely to the work of Robert T. Benjamin chairman of the public relations committee in bringing to the attention of the members the excellent program that had been arranged.

Following the welcome by President Sidwell B. Thomas, Morton Woll, chairman of the convention committee presented his report after which Mr. Thomas gave the annual President's address. Robert Rubenstein counsel and Treasurer Julius Abrahams followed with their reports and Robert Benjamin reported on public relations; Dr. I. Plagge on freight and traffic and Mr. Thomas on membership.

Dr. Paul C. Olsen, director of marketing research, Food Publications, Inc., gave an excellent presentation on "Marketing Research in Fountain Fruits, Syrups and Home Toppings."

William S. Conway, Jr., of the Richardson Corp., Rochester, brought the Members up to date on the latest in Food Technology with particular emphasis on the fruit and syrup industry.

Robert C. Hibben, executive secretary, International Association of Ice Cream Manufacturers, Washington, D.C., demonstrated to the fruit and syrup men how they could increase the sales of their products and how they could build business through closer relations with other groups, particularly the ice cream industry.

The following slate of officers and members of the board of governors was unanimously elected:

President: William S. Conway, of Richardson Corp., Rochester, N.Y.

Vice Presidents: Robert T. Benjamin, of Leeben Color & Chemical Co. Inc., New York City; Dr. Irving Plagge, of Bowey's, Inc., Chicago; and Alphonse Levy, of Charles Dennery, Inc., New Orleans, La.

Robert T. Benjamin, left, vice president of the National Fruit & Syrup Manufacturers Assn. presenting the plaque to retiring president Sidwell B. Thomas in recognition of his splendid service.



Treasurer: Julius Abrahams, of E. B. Evans Co., Philadelphia.

Secretary: J. Leslie Sweetnam, of The Murray Co., Brighton, Mass.

Executive Director and Counsel: Robert M. Rubenstein, of Rubenstein & Breger, New York City.

Board of Governors: Francis H. Tolan, of Henry & Henry, Inc., Buffalo; Dean J. Limpert, of Limpert Bros., Inc., Vineland, N.J.; Morton Wool, of New York Extract Co., Philadelphia; L. George Roskam, of David Michael & Co. Inc., Philadelphia; and A. Dingfelder, of Felton Chemical Co., Brooklyn.

The outgoing president, Sidwell B. Thomas, of the Balch Flavor Co., Pittsburgh, and former President, Arthur H. Melnikoff, of Trufruit Syrup Corp., Brooklyn, were elected honorary board members.

At the convention, the membership also unanimously adopted a completely revised constitution and by-laws, under which the board of governors is empowered to set up regional groups throughout the country. The Board of Governors has already taken steps to implement this new provision of the by-laws.

#### Personal Products Leading in Sales of Aerosol Packed Items

Although the eleven year old aerosol industry passed its billionth package mark late in 1956, the way the industry is growing it will take far less time to reach the second billionth mark. The 1956 production was 33% ahead of 1955 according to data reported at the meeting of the Aerosol Division of the Chemical Specialties Manufacturers Assn.

The most significant change last year was the rapid growth in pressurized personal products, which the survey indicated now account for about half of the total aerosol production. One type alone—hair sprays—took over the top position among the more than a hundred different types of products available in aerosol containers.

Nearly 80 million containers of aerosol hair lacquers were produced in 1956, an increase of 50 per cent over the preceding year. Insecticides, at 52,246,330 units, dropped to second place, leveling off at about

the 1955 figure, but still well ahead of aerosol shaving lathers which accounted for 42,068,498 units of the 1956 production.

Aerosol room deodorants retained their fourth position among all pressurized products last year, with the 1956 production of 35,311,647 nearly 10 per cent ahead of 1955.

Miscellaneous household products, which include such aerosol aids as glass, metal, oven, rug, and upholstery cleaners, waxes, insect repellents, shoe dressings, and water repellents, totaled 23,082,683 units in 1956, up 27% over the preceding year's production of 6,204,103 units.

Use of glass aerosol containers, adapted several years ago to glamour packaging of personal toiletry items like perfumes and colognes and to several other types of products which were not satisfactory for packaging in metal containers, increased about 50% in 1956. Slightly more than 15 million units of aerosol products were packed in glass last year, as compared with

10,411,560 units in 1955.

For the first time in the six years during which the Association has conducted its aerosol production surveys, smaller size containers of up to six ounce capacity outnumbered the 12-ounce aerosol container first introduced to consumers in 1946. Container increase for 1956, the Association said, was almost entirely in the "6 ounce and less" and the "16 ounce but over 12 ounce" groups, with the latter size accounting for 32,776,949 units in its first year of use in 1956.

The CSMA aerosol survey was based upon confidential reports from 80 loaders of such products. Actual reported production was 293,190,453 units but the official figure for 1956 was set at 320,000,000 units to include conservative estimates of production by companies not participating in the survey. That estimate, the Association pointed out, correlates well with reported 1956 production of 327,954,551 metal aerosol containers and 357,475,256 aerosol valves.

VALUABLE



CONTENTS

DEMAND

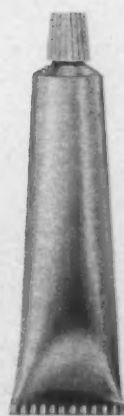
THE FINEST

IN PROTECTIVE

PACKAGING

Manufacturers of all types of tin, tin-coated,  
aluminum, lead, and Sheffalloy tubes.  
To give your product a container that is safe,  
sanitary, lightweight, smart and convenient  
—specify SHEFFIELD. It pays to use the best.

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Established 1850...Finer packaging from a century of experience  
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SHEFFIELD TUBES

# CONSUMER PUBLICITY TO PROMOTE AEROSOLS FOR PACKAGING

FREDERICK G. LODES\*

The Aerosol Division of the Chemical Specialties Manufacturers Assn. has officially launched its industry-wide program of consumer publicity and promotion for aerosol packaging. Backed financially by 53 member companies—including container, valve and propellant manufacturers; contract fillers and packers; and aerosol product marketers—the initial program will run one full year.

Subscribers to the program presently include: Aero-cide Dispensers, Ltd., Aerosol Research Co., Aerosol Techniques, Inc., Airkem Inc. Atlas Powder Co., American Can Co. G. Barr & Co., Bon Ami Company, Boyle-Midway, Inc., Clayton Corporation, Continental Can Co. Inc., Continental Filling Corp., Crown Can Division, Dodge & Olcott, Inc., Dow Chemical Co., P. R. Dreyer, Inc., Fairfield Chemical Division, Fluid Chemical Co., Fuld Bros., Inc., Fritzsche Brothers, Inc., Fuller Brush Co., General Aniline & Film Corp., General Chemical Division, Givaudan-Delawanna, Inc., B. F. Goodrich Chemical Co., Helene Curtis Industries, Inc., Krylon, Inc., Lodes Aerosol Consultants, Inc., McLaughlin Gormley-King Co., Maryland Glass Corp., Mojonner Assoc., Inc., The Nestle-Le Mur Co., Oil Equipment Laboratories, Inc., Owens-Illinois, Par Industries, Inc., Pennsylvania Salt Manufacturing Co., Pesticide Sales Corp., Peterson Filling & Packaging Co., Precision Valve Corp., The Risdon Manufacturing Co., Seaquist Manufacturing Corp., The W. T. Rawleigh Co., Sprayon Products, Inc., John C. Stalfort & Sons, Inc., Stalfort of Penna., Inc., Tube Manifold Corp., Virginia Smelting Co., van Ameringen-Haebler, Inc., VCA Incorporated, Western Filling Corp., Wheaton Plastics Co.

Success of the aerosol publicity program in its first year depends to great extent on the cooperation of all factors in the industry, and their support of the premise that "What helps the acceptance of aerosol-packaged products in general, helps the sale of my particular product." Growth and expansion of the program's scope will depend on future financial support of member companies not now subscribing.

Selection of the public relations department of G. M. Basford Co. to handle the aerosol publicity program was made after careful consideration. The work of the agency's publicity team will be guided by the Aerosol Steering Committee, selected by the CSMA Aerosol Division Administrative Committee. With Frederick G. Lodes as chairman, the Steering Committee comprises: James W. Bampton, Krylon Inc.; W. Earl Graham, Crown Cork & Seal Co.; A. R. Marks, Wheaton Plastics Co.; A. S. Pero, Fluid Chemical Co., Inc.; C. S. Stephens, American Can Co.; and J. J. Tomlinson, General Chemical Division, Allied Chemical & Dye Corp.

As it is important for all in the aerosol industry to know exactly what the objectives, techniques, and expected results of the program are, here are the highlights.

## Objectives

The basic long-range objective of the program is to increase the sale of aerosol products. To accomplish this, publicity effort will be concentrated on these working objectives:

1. To educate consumers in the convenience, economy and safety of aerosols.

2. To give consumers the latest information on availability of various types of aerosols.
3. To encourage marketers of consumer products to investigate and convert to aerosol packaging.
4. To explore new markets for aerosol products.
5. To establish a recognized central industry source of information on aerosols.

## Techniques

The hard core of the program will be a broad campaign of placing editorial material in magazines and newspapers serving the mass of present and potential users of aerosol-packaged products. Media of prime importance here are household and shelter magazines; women's magazines; outdoor publications; national science publications; company house organs; national wire services; metropolitan and suburban newspapers; and Sunday newspaper supplements.

In addition to this kind of publicity, aimed directly at housewives and do-it-yourselfers, some effort will be put toward publicity in publications serving the institutional field—hotels, restaurants, schools, and hospitals.

Raw material from which this kind of news and feature publicity is developed must come from the principals in the industry who are pacing its progress. A system is being established for gathering and channeling information on new products, research, production techniques, and marketing strategy, to the Steering Committee and the agency.

## TV Motion Picture

The first year's publicity program provides for the creation and production of a five-minute motion picture on aerosols, and its distribution to television stations across the country. Prints of the film, in color or black and white, will be available to any company wishing to use it for promotional or educational purposes.

## Merchandising Publicity

It is expected that the publicity program will produce news and editorial features that will be most helpful, in reprint form, as sales promotion ammunition for individual company use.

It is the intention of those guiding the aerosol publicity program to have the industry-wide publicity on aerosol packaging work hand-in-hand with individual company promotion of proprietary aerosol products, so as to add impact and momentum to the growth of aerosol sales.

This is the program on which the aerosol industry has embarked. While its beginnings are on a modest scale, it is expected that the first year's results will point the way to a more ambitious program, in which many other proven techniques and special projects can be employed and supported wholeheartedly by the fast growing aerosol industry.

\*Lodes Aerosol Consultants Inc.

# Experience

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MARYLAND GLASS TAKES OVER YOUR DESIGN PROBLEM

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glass and a  
complete range  
of sizes is ready  
for immediate  
shipment.*

When you drop a packaging problem in our lap, the end result is more than a glass container. It is an *idea* . . . born of restless imagination, shaped by skilled hands, backed by years of sound experience. Our creative staff gives you a selling package that packs well, ships well and pushes your product on the shelf. For a successful solution to your design problem, contact MARYLAND GLASS CORP., 2147-53 Wicomico St., Baltimore 30, Md.

PACK TO ATTRACT IN

# Maryland Glass

BLUE OR FLINT  
JARS AND BOTTLES





## PRODUCTS & IDEAS

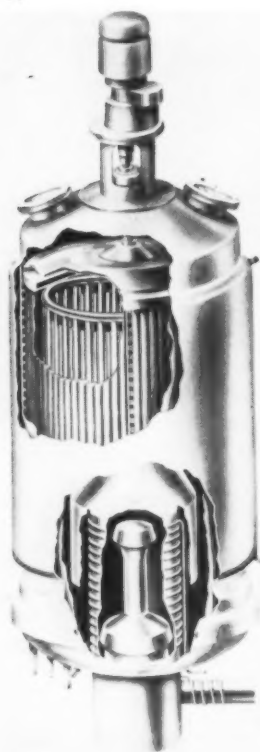
### ROTA-FILM STILL—1

The Arthur F. Smith Company has announced the production of a new still of the "falling film" type. A high vacuum oil diffusion pump built into the still housing enables attainment of the highest vacuum requirements, while special slow speed Rota-Wiping equipment allows for the distribution of a uniform film layer over the evaporation surface. The distillate is supplied by a controlled positive pressure rotary feed system, and both distillate and residue are discharged under positive vacuum sealed pressure. Stills are available as a twelve-inch unit packaged for pilot plant operation, or with 36, 48, 60, or 96-inch diameter of evaporative surface.

### POCKET pH METER

Whether you're testing a process stream, checking an industrial shop

1.



operation, or making a soil test in the field, you can now get accurate measurements of acidity or alkalinity in seconds with the Beckman Pocket pH Meter. The entire pH Meter is small enough to fit into a pocket. Its power comes from six batteries of the type used in flashlights, good for 400 hours of operation and easily replaced.

### NEW PERFUME MATERIAL

Viridiflor "A" is a natural aromatic material offered by Karl B. Rosen & Co., Inc. The company says that it has been classed as a general floralizer and that it possesses a naturalness of considerable power, and that it bears a considerable resemblance to rhodinol ex-geranium oil. It is prepared from an Australian source oil, Melaleuca Viridiflor.

### LABORATORY SCALE—2

The eye needn't leave decanting height when using the detachable plastic platform to weigh liquids on this new laboratory scale manufactured in Holland and now available for export to this country. Produced by one of Europe's oldest makers of high-speed balances, this

2.



instrument is reported to reduce normal precision weighing time by at least fifty per cent.

### BARREL PUMP

A new controlled volume pump for barrel head mounting has been added to the Milton Roy Co. line of flow metering pumps. It meters toxic or corrosive or other chemicals from up-right, 55-gallon barrels against pressures to 100 pounds per square inch. Available in maximum capacities from 500 milliliters per hour to four gallons per hour, the portable pumps have constant speed,  $\frac{1}{3}$  horsepower, 115-volt, 60-cycle motors. Capacities are adjustable from zero to maximum. The repetitive pumping accuracy of these barrel pumps is within one per cent, says the manufacturer.

### NEOPRENE FLASK SUPPORTS—3

Fisher Scientific Co. has developed a neoprene flask support claimed to have an outstandingly long life. (Fisher engineers found the rings resilient and flexible after 12 days at 93°C, while other rings became crumbly and brittle). For storing, the bottom ridge of each ring interlocks with the top of the ring under it. The rings have 5 inch diameters and are beveled to hold either a 250-ml or 500-ml flask. They also offer tip-proof insurance for large (up to 385-ml) evaporating dishes.

3.





*a new answer  
to an old problem*

The problem of keeping pace with "styling" in cosmetics is especially acute with regard to fragrance. Here at *Synfleur*, our skilled perfumers and chemists have developed a number of valuable new lipstick aromatics which are unusually effective solutions to that problem.

We shall be glad to incorporate recommended *Synfleur* fragrances in your lipstick mass and submit finished lipstick samples for your own determination of their appeal and value. There is no obligation.

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Paul I. Smith

# Mechanical Handling of Soap Flakes

The ever increasing demands of modern industry are for more efficient and economical methods of production. Leaders of industry are now intent upon a thorough and critical examination of manufacturing schedules which will help them to answer the difficult question . . . "How can we increase output and yet cut down our overhead?"

There is no doubt that apart from the improvement of technical processes, the best means of achieving an increase in production is to speed up the handling of goods during manufacture.

In the soap factory, conveyor systems are of the greatest importance and whilst manufacturers recognize their value, they are not always wise in their choice of plant. Some mechanical handling methods are excellent for one type of material but unsuitable for another. Before making a final choice it is always advisable to study carefully the possibilities and adaptability of the conveyor system favored and to compare it with other types used for the same material. Because a machine is popular, it does not mean that it is the best available.

Pneumatic handling plants which are frequently used to transport soap flakes are by no means ideal for the work. One of the greatest objections to this method of handling is that it is wasteful and expensive in operation. The frictional resistance in the pipe lines when the speed of the air current is increased becomes very appreciable. Generally speaking it may be said that the process

of conveying dry material through a pipe or tube with air, either under pressure or by suction, is wasteful as regards power, much of which is lost in wearing out the pipe line, and it presents special difficulties in afterwards separating the material from the air.

Pneumatic handling frequently causes the extensive breaking up or powdering of the soap flakes and the formation of considerable dust. This is most objectionable, and besides causing inconvenience generally may be regarded as a serious objection to the process.

A suitable method of conveying soap flakes is by means of the tubular chain system. This consists of a specially designed chain which works within a solid drawn or flexible tube. The flakes are conveyed en masse by means of the chain which gives great flexibility and whose operating surface is only a small fraction of the tube interior. As the pipe is practically filled with material, wear on the metal surface is practically negligible and the power consumed is remarkably small in comparison to the load carried.

As the tubes can follow any direction, horizontally, vertically or even round acute bends, it is easy to appreciate the adaptability of the system. Pneumatic handling plants are

often quite unsuitable when the material to be conveyed does not follow a straight course.

The tubular chain method is of particular interest to the soap manufacturer because the material transported is not transported too drastically, no dust is formed and inspection doors may be opened with no dust escaping. The flow of flake is gentle and yet all sufficient to meet the most progressive requirements. There is no need to study the length of the conveyor tubes, which is so important in the case of pneumatic plants, as extraordinary long lengths may be installed without any diminution in economy or efficiency of working.

Direction may be changed anywhere even under heavy load, by simply adding one or more auxiliary terminals where required. Taking the density of soap flakes as 30 pounds per cubic foot, a 5 inch tubular chain conveyor working at 15 feet per minute (chain speed) should have a capacity of 2¼ tons per hour, whilst an 11 inch conveyor will usually have a capacity of 10 tons per hour. There seems no doubt that the tubular conveyor is well fitted for the soap industry and finds a very valuable application for conveying soap flakes from the dryer to the packing machines.

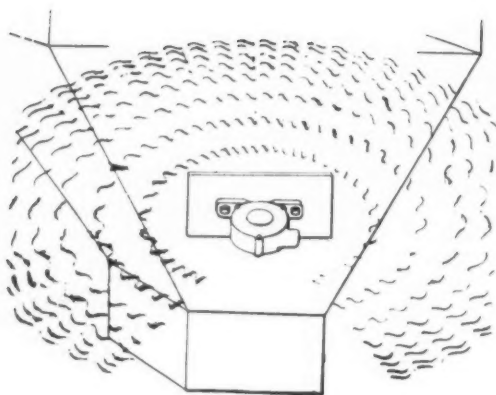
p & s

soap

perfumes

Polak & Schwarz Inc. 667 Washington Street, New York 14 (N.Y.)





# Vibratory Action

## Controlled Rate of Flow For Hoppers, Feeders, Chutes, etc.

LYNE S. METCALFE

Among the important factors in profitably processing perfumes and cosmetics, is the control and regulation of granular materials flow, the prevention of the formation of arches or bridges in storage hoppers or bins, the plugging of ducts or pipe materials conductors.

This is true in the use of such materials as clays, waxes, fats and colors.

So that leading companies such as Eli Lilly & Company, Abbott Labs., Columbia Powder, and others have made careful studies of the problems involved here and have sought the application of the latest methods of control.

Not only has control of rate of flow and its regulation been found essential to efficient handling, but also positive flow, and the location of this control at remote points to eliminate both waste of materials and man power.

However, it is not alone in the handling and processing field that the perfume and cosmetic industries seek efficiency, but also in the packaging of the product by machinery. Here, again, control and regularity of flow is essential. Because, in bagging and packaging it has been found to be important that the pack come within the plus and minus limits for correct weight as set by laws in many states.

And proper timing determines:

- a) uniform feeding of contents and the complete filling of the container without excessive head space
- b) complete delivery of the hopper or bin content
- c) greater control of handling cost factors in terms of time and labor

### CIRCULAR ACTION

### VIBRATORY METHOD

For years, research has been at work devising better methods to give more and more control of the speed, quantitative, and uninterrupted flow of these granular materials. For the most part these control aids have taken the form of vibrators, auxiliary to hoppers, bins, feeders and their similar equipment. At the same time, experiments have been made to insure quiet operation as a factor in efficient flow operations, and as a means of reducing the vibratory unit to the simplest possible form and the smallest possible dimensions.

One outstanding advance in this direction has been the development in the industry of the "circular action" vibratory method. The idea here is to induce vibration by means of a mechanism in which imbalance is built in, and in which such out-of-balance construction can do no damage to the vibratory structure, or, to the structure on which same is mounted.

In these units compressed air, and if desired, steam, drives a steel ball which rolls around a pair of raceways inside the vibrator, propelled at very high speeds.

In a nut-shell, the simplicity of design of this kind of vibrator of which there are numerous types available, is indicated in the few parts needed:

Continued on page 82



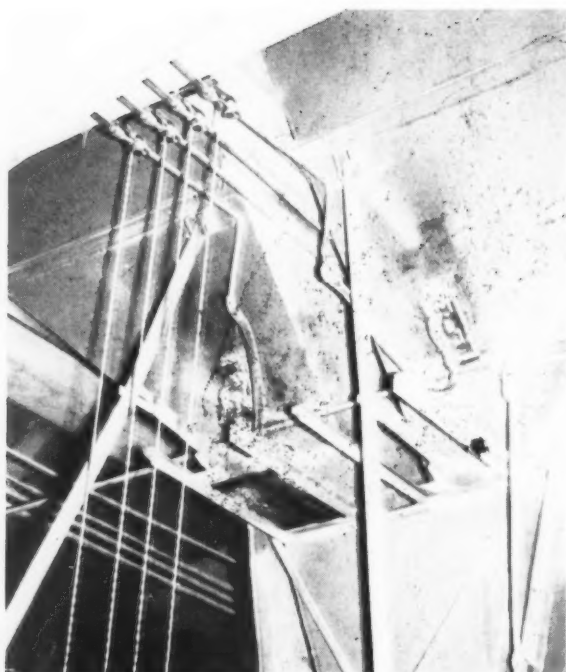
## DISTINCTIVELY:

Scovill can now furnish without royalty or fitting up charges an entirely new line of refillable lipstick containers in a wide range of stock designs. Or special containers to accept Scovill's standard refill unit can be worked out to your specifications. Scovill refill features: easy one-hand operation; long, decorative bases; free wheeling at all times. For these and other distinctive cosmetic containers consult:

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**SCOVILL** Refillable Containers

PATENTED DESIGN



**DOUBLE VIBROLATOR ATTACHED TO BIN**

1. a connection for the airline
2. an especially designed nozzle to obtain maximum air velocity and "turbine" action
3. vent, for spent air at center

Another factor, it is pointed out, is that no lubrication is needed and wet air can do no harm to the unit.

Said E. F. Peterson, of the Martin Engineering Company, pioneers and designers of the steel ball type vibrator:

"The fact that the device is capable of very long service without attention of any kind is a definite contribution to the automation of materials flow. Consider that, from the atom to the Solar system, the natural way is the circular way. The same is true in devising vibratory systems for modern industry, in my opinion.

"Materials that resist reciprocating action flow to the 'harmonics' set up by circular action in the steel ball unit. The wide range of equipment in scores of industries, the greater and increasing variety of materials to be handled, make it somewhat difficult to give definite specifications as to the size and applications of units in every individual case.

"In other words, specifying a unit for a given application cannot be reduced to a hard and fast formula. For this reason, it is common practice of vibrator manufacturers to offer units on a trial basis.

"Perhaps the design and construction of the equipment to be vibrated on a particular job is the most important factor governing the selection of a vibratory device. Also, whether the equipment is of steel, concrete or wood. Next, the shape of the equipment, whether square, round or rectangular."

Still another factor, is reinforcement and support of vibrated units, grain size and weight of the granular material to be handled—whether of fine powder or lump texture. Or, whether it be dry in character or contains moisture in varying degrees.

After all, the modern vibrator is designed to produce movement and the problem varies according to the above

conditions and factors. The steel ball type of unit, it was pointed out, is self-starting and its principle of operation makes it quiet in use, when noise reduction is considered to be a major factor in raising the production level.

These vibrators have been designed to meet uses on:

- hoppers
- feeders
- chutes
- storage hoppers
- screening operations
- conductor tubes

For instance, a small size ball type unit has a frequency of vibration from zero to more than 50,000 cpm. And this speed, it is said, creates an escape force of many thousands "Gs", on the ball and accounts for the great power of the unit.

It is customary to mount some of these vibrators vertically, and some horizontally which is determined by test and trial.

Air requirements are based upon continuous operation at full throttle. In case of intermittent operation, however, or at reduced speeds, it is said too, the unit uses considerable less compressed air or steam. And the inventor points to the long lasting character of this type of unit. Because there is only one moving part—the ball. Moving around a hardened two rail forged alloy steel "race", and the inlet may be fitted with replaceable bushings to insure long thread life.

So great is the quantity of granular materials handled every day in the industry that insuring a continuous and even flow of such materials is costly, stoppages bring idle machines and waste man hours, irregular feeds reduce the production rate and may result in important wastage.

In connection with the use of vibratory adjuncts, we find that in the field of bagging and packaging some problems of the trade have been met by improved vibratory units. It is often in packaging that uneven, irregular, uncontrolled flow of materials or product can cause trouble in more ways than one.

Here stoppage or slowing up of the filling line or may be felt down to the distributive system. State laws in many cases enter upon the scene, and penalties may result from improperly filled product packages. Such protection may, today, be made automatic and an integral part of the processing operation as a whole.

Then, too, there is varying feeding and flow demands which must be adequately met by a system of vibration which is flexible enough to meet all problems involved.

Naturally, designers and builders of vibratory devices and aids have had to keep pace with the constant changes, and improvements in granular materials receptacles in order to meet the special demands of each type. Especially in recent years have these changes and improvements in equipment design called for even more alertness on the part of the vibratory engineer. Coupled with which has been an ever-increasing awareness of the production men in the industry of the importance of assuring a constant and controlled flow of materials without interruption—as a factor in successfully operating a processing or package filling "line."

At the same time much attention has been given to other factors in assuring materials flow, such as the reduction of distracting vibratory noises which may often have a tendency to affect the morale—and efficiency of many workers. And there has also been the factor of achieving a vibratory method which will make minimum demands along the lines of upkeep and replacement since any such aid is subject to harsh and often prolonged, if not constant, usage.

# News

## and Events

### American Institute of Chemists Elects New Officers

The election of the following new officers was announced at the Annual Business Meeting of The American Institute of Chemists, May 23rd.

President, Dr. Henry B. Hass, president of the Sugar Research Foundation.  
President-elect, Dr. Emil Ott, director, Central Chemical Research.

Councilors-at-Large, Dr. Johan A. Bjorksten, president, Bjorksten Laboratories; Dr. Charles H. Fisher, director, Southern Utilization Research Branch, U.S. Dept. of Agriculture; Karl M. Herstein, president, Herstein Laboratories.

### Cosmetics Executive To Address Machine Accountants

Max H. Braun, vice-president and controller, Helene Curtis Industries, will conduct a seminar on accounts receivable at the 6th annual conference of the National Machine Accountants Assn.

### Anatole Robbins to Supervise Festival Make-Up

Anatole Robbins has again been chosen to supervise make-up production for the Pageant of the Masters at the Laguna Beach Festival of Arts sponsored by the Laguna Beach Art Association, it has been announced by Donald A. Breyer, President of the cosmetics firm.

The Festival will be held July 20 through August 18. The Pageant of the Masters is the presentation of living pictures based on famous paintings and sculptures by the world's masters.

In order to accurately recreate the great paintings, cosmetics are applied to human beings in the same manner that oil is applied to canvas. To the people who view the living pictures it is as if they were actually seeing the original work of the masters—although on a more massive and dramatic three-dimensional scale which only people can portray. Thus, cosmetics have to be selected with great care and applied with consummate skill in order to create this effect.

### Mayham to Make Two Addresses in the City of the Angels

Stephen L. Mayham, executive vice president of the Toilet Goods Assn. will pay his first visit to Los Angeles, the City of the Angels, during the week of June 17. He will be guest of honor at a luncheon of the cosmetic industry in Southern California where he will deliver an important address. The luncheon is sponsored by the California Cosmetic Assn. and will take place in the Cadore Room of the Beverly Hilton Hotel, Beverly Hills, June 21. Several other events are being planned by the association for the five days Mr. Mayham will be in Los Angeles. During his visit he will be a guest speaker at a luncheon meeting of the Los Angeles Advertising Club.

### L. A. Champion Granted Essential Oil Sales Representation

The L. A. Champion Co. has been granted exclusive representation for the sale of essential oils, such as Geranium, Vetyver, Yland and Vanilla Beans by Cie Reunionnaise O. Ratinaud & Fils, Saint Denis, Reunion Island.

### Colgate Announces Changes In Toilet Articles Division

C. G. Grace, vice-president and general manager of the Toilet Articles Division of Colgate-Palmolive Co., recently announced appointments within the marketing organization of the newly-created division. Marshall Ward has been named manager of market research. G. D. Miles has been appointed manager of packaging. Kenneth Arrington, Joseph Deimling and Richard Colgate have been named product managers. Mr. Arrington will be in charge of dental cream, chlorophyll toothpaste and tooth powders. Mr. Deimling will be in charge of all Lustre-Creme products. Mr. Colgate will be in charge of the Cashmere Bouquet line, the Palmolive Shave line, and Veto deodorant.

Under the new divisionalization, the product managers, who report to Irvin W. Hoff, marketing manager, will be responsible for the advertising, media, sales promotion, packaging, pricing and in general, all those facets of marketing necessary to the movement of products to the consumer, with the exception of sales.



Donald Breyer, president of Anatole Robbins, applies the finishing touches of make-up to Jo Williamson, Director of Wardrobe for the Pageant of the Masters held in conjunction with the Laguna Beach Festival of Arts, as Howard "Hap" Graham, Producer of the Pageant, watches. Miss Williamson represents the living picture of "The Tragic Muse" by Sir Joshua Reynolds.

## THE QUEEN VISITS POLAK & SCHWARZ



The arrival of Her Majesty Queen Juliana at the Polak & Schwarz factories. From left to right: Mr. W. Thomassen, Mayor of Zaandam, Jonkvrouwe W. W. Repelaar van Driel, Lady in Waiting, Mr. A. Schwarz, Company Director, Mr. C. C. Brummer, Company Director, Commander C. C. de Jong, Aide de Camp to Her Majesty Queen Juliana.

April 25th, 1957, was a red-letter day for Polak & Schwarz of Zaandam, Holland. The occasion—the visit of Her Majesty Queen Juliana to the P. & S. factories.

Royal visits, generally, and particularly a visit by Queen Juliana to an industry like ours is not a frequent occurrence, and it is not surprising therefore that a very special effort was made by Polak & Schwarz to make the visit a success. Responsible for its organization was Mr. A. Schwarz, senior Director of the concern, who, in his address of welcome to the Queen, gave Her Majesty a comprehensive picture of the organization of the P. & S. concern with its network of subsidiary companies, 17 in all, spread all over the world.

The Queen was then shown a small collection of products in which Polak & Schwarz aromatic chemicals had been incorporated in some form or other. This was followed by a visit to one of the flavour laboratories, where the Queen amazed the experts by her exceptionally well developed perception of taste. It was in this laboratory that several essences had been previously prepared with the idea of inviting the illustrious company to guess the correct flavour. There was only one flavour, that of Black Currants, which the Queen failed to identify, but it was a remarkable achievement on Her Majesty's part that she was able, unhesitatingly and faultlessly to recognize the flavour of Gooseberries, one which is notoriously difficult to identify by anybody but an expert. The distinguished visitors then proceeded to one of the perfumery laboratories where Her Majesty inspected several raw materials as used in the manufacture of a compound. The products shown included various abso-

lutes, essential oils, raw materials of animal origin and synthetic aromatics. The Queen appeared to be greatly interested

in various products, as was evidenced by the many questions she asked, and which were partly answered by Mr. Schwarz, partly by the perfumer, Mr. Faber.

The Queen's keen perceptive faculties with regard to flavours had already been clearly demonstrated earlier. She now provided eloquent evidence that She possessed, to an even higher degree, very positive qualities in the extremely difficult field of odour perception. Her Majesty appeared to have no difficulty in identifying, without a moment's hesitation, the predominant Lily of the Valley note in a perfume compound. Evidently amused by this experience, She asked Mr. Schwarz for another odour test. A perfume compound with a characteristic Hyacinth top note was then presented to Her Majesty. The recognition of this odour did not present any difficulty to Her Majesty either.

Before leaving the Perfumery Laboratory, the Queen was presented by Polak & Schwarz with a beautiful flask of perfume, in commemoration of Her visit. Queen Juliana was graciously pleased to grant Polak & Schwarz permission to use for this perfume the appropriate name "Visite Royale." The perfume was developed by Mr. Faber.

As She left the factory, Her Majesty was loudly cheered by the entire staff and personnel who lined the route.

This visit has certainly been a highlight in the history of Polak & Schwarz and will no doubt be recorded in the firm's annals with pride and gratitude.



Mr. A. Schwarz shows Her Majesty Queen Juliana the formula of "Visite Royale." From left to right: Mrs. C. Faber, one of the perfumers, Mr. A. Schwarz, Company Director, Mrs. W. Thomassen, Her Majesty Queen Juliana, Mrs. C. C. Brummer, Company Director, and Mr. W. Thomassen, Mayor of Zaandam.



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**UNIFORM WHITENESS**

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Spermaceti—Ceresine—Composition Waxes—Red Oil



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**PURITY, UNIFORMITY**



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# ETHOXYLAN

**#50 and #100**

**for shampoos, anti-perspirants,  
hair and shaving preparations,  
pharmaceutical ointments**

Manufacturers of aqueous and alcoholic cosmetic and pharmaceutical preparations have in Nimco ETHOXYLAN a specially modified lanolin derivative that offers the full emollient and skin-softening properties of natural lanolin without its greasy and sticky effects.

In addition, Nimco ETHOXYLAN is surface active, which ordinary lanolin is not, enhancing the foaming qualities of other materials. Odorless and of varying consistencies (depending on concentration), Nimco ETHOXYLAN forms crystal-clear solutions with water and aqueous alcohol mixtures.

Get the full story on these and other unique advantages of new Nimco ETHOXYLAN #50 and #100 — write for samples and data file and the assistance of our products application laboratory, if you wish.

**N. I. MALMSTROM & CO.**

*America's Largest Processor of Wool Fat and Lanolin*  
**147 Lombardy Street, Brooklyn 22, N. Y.**

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211 Hertel Avenue,  
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**R. I. T. A. CHEMICAL CORP.**  
612 N. Michigan Ave.,  
Chicago 11, Ill.

**FULLER ASSOCIATES**  
616 St. Clair Ave., N.E.,  
Cleveland 14, Ohio

**R. E. FLATOW & CO.**  
10 Madison Street,  
Oakland 7, Calif.

**R. E. FLATOW & CO.**  
15 No. Euclid Ave.,  
Pasadena 1, Calif.

## AEROSOL INDUSTRY PRODUCES BILLIONTH UNIT



It is notable that one of America's fastest growing industries, push-button-packaged aerosols, has produced its billionth unit. This was announced today by Harry Peterson, president of the Chemical Specialties Manufacturers Association, which is currently holding its 43rd mid-year meeting held in Chicago.

To mark this unprecedented achievement for an industry little more than 10 years old, Mr. Peterson presents an aerosol, symbolic of the billionth unit, to Fran Allison, star of TV and radio.

Miss Allison was selected by the Aerosol industry as representative of well-groomed, busy American women, whose acceptance of aerosol packaged products is largely responsible for the industry's amazing growth.

Sales of aerosol packaged products—hair sprays, insecticides, deodorants, shaving cream, paints, pharmaceuticals, and other household and personal products—were \$320 million in 1956, and are expected to exceed \$400 million this year.

## Philadelphia Pharmacy Alumni Hold Annual Reunion

More than 300 graduates of the Philadelphia College of Pharmacy and Science and members of their families attended the annual spring reunion dinner of the Alumni Association of that College at the Drake Hotel in Philadelphia May 18. The members of the Class of 1907 were the honored guests both at the College in the afternoon and at the dinner in the evening, and each member received a special Semicentennial Certificate.

Among the 1907 graduates recognized in this manner were Eli Lilly, Chairman of the Board of Eli Lilly and Co.; Harry C. Zeisig, secretary of the Delaware Board of Pharmacy; Bruu C. Goodhart, treasurer of the College; W. Wilson McNeary, vice-president of the College; and James S. D. Eisenhower, a distant relative of President Eisenhower.

Alumni awards were presented to Dr. Louis Gershenfeld, Director of the Department of Bacteriology at the College; and Dr. Madeline Holland McDonnell, Editor of the American Professional Pharmacist. Alumni President Edmund H. MacLaughlin was the toastmaster; Dr. Ivor Griffith, President of the College, extended greetings; and incoming Alumni President Richard M. Bitner was inducted into office at the conclusion of the program.

## Taconic Natural Oils Company Moves Office

The Taconic Natural Oils Co. has announced that the new location of its office will be at 221 Fourth Avenue, New York 3, N.Y.

## Walton E. Hayman To Head Colgate's Kansas City Division

The appointment of Walton E. Hayman as manager of the Kansas City Division has been announced by W. T. Miller, vice-president and general manager of Colgate-Palmolive Co.'s newly created Household Products Division. Mr. Hayman will be in charge of the company's soap and detergent sales in an area comprised of Missouri, Kansas, Oklahoma, Texas, Nebraska, Colorado and Iowa, as well as portions of Wyoming, South Dakota, Arkansas, and New Mexico. The division's headquarters is located in Kansas City, Mo.

## Klinker Mfg. Co. Sold to B. H. Krueger Inc., New York

B. H. Krueger Inc., New York, N.Y., has acquired all assets of the Klinker Manufacturing Co. of Cleveland, Ohio. All manufacturing will be transferred to the New York plant of Krueger at 151 W. 19th St. B. H. Krueger has retired. Robert Jacobson, sales manager, reports that all accounts of the newly acquired company will be serviced from New York.



Lily Lodge, actress-daughter of Ambassador Lodge and Mrs. Lodge, is shown as she acted as one of the hostesses at the Spanish booth, sponsored by Gal Perfumes of Spain. The exhibit was held recently at the Hotel New Yorker.

**Dr. Barbier of Givaudan  
in the United States**



Dr. André Barbier

Following a four-week business and research trip to Argentina and Brazil, Dr. André Barbier, in charge of production and research for cosmetic basic materials for the Givaudan European organizations, arrived in New York at the beginning of May to confer with his associates of Givaudan-Delawanna, Inc.

During his stay in New York, Dr. Barbier met with various personalities in the toilet goods industry, and attended the meetings of the Toilet Goods Assn. and the Society of Cosmetic Chemists.



**Horst Gerberding Married**

Horst Gerberding, partner of Dragoco Holzminden, Mailand and New York, was married to Miss Ingrid Radloff-Cossel in March.

**TOM SHEFFIELD GUEST SPEAKER**

Tom Sheffield, vice-president of the Sheffield Tube Corp., was invited to appear as guest speaker recently, at the University of California, University Extension. At the invitation of the Western Packaging Assn., Mr. Sheffield spoke to a consumer packaging class. His subject covered the history and current usages of collapsible tubes.



Janet Myers, publicity director of Bourjois, Inc., was the featured speaker at the annual ladies' day meeting of the Cosmetic Industry Buyers & Suppliers Assn. (CIBS), an organization of the

younger men in the industry. Greeting Miss Myers are George Kaempkes (left), of Pacquin, Inc., president of CIBS, and Jack Palmer, Peerless Tube, program chairman of the organization.

**Brooklyn Polytech to Hold  
14th Summer Lab Program**

The Departments of Chemistry and Physics of the Polytechnic Institute of Brooklyn will hold a Summer Laboratory Program for Industry for the fourteenth consecutive year. Courses, which vary in duration between the dates of June 3 and August 12, include "Applied Infra-red Spectroscopy," "Industrial Application of X-ray Diffraction," "New Polymerization Techniques and Stereospecific Polymers," "Application of Ion Exchange Resins and Membranes" and "New Electrolytic Techniques."

Attendance will be limited to assure

intensive individual attention. Inquiries and applications for registration should be addressed to Mrs. Doris Cattell, Secretary, Summer Laboratory Courses, Polytechnic Institute of Brooklyn, 99 Livingston St., Brooklyn 1, N. Y.

**Boyer, Penick, Connor  
Continued In Office**

Three members of its executive committee were re-elected to three year terms by the American Drug Manufacturers Assn. They are Francis Boyer of Smith, Kline & French Laboratories; S. Barksdale Penick, jr., of S. B. Penick & Co.; and John T. Connor of Merck & Co.

**OF THE SHEFFIELD TUBE CORPORATION 1850-1957**



ST. BRICK FACTORY





**VAN AMERINGEN-HAEBLER'S NEW BUILDING**

A contract has been awarded by van Ameringen-Haebler, Inc., for the construction of a new administrative build-

ing at the company's 150 acre New Jersey plant. It is anticipated that the new facilities will be completed by August 1.

#### **Guenther on African Essential Oil Survey**

Dr. Ernest Guenther, vice-president and technical director of Fritzsche Brothers, Inc., has undertaken one of the most ambitious surveys of essential oil and spice production he has made in recent years.

Having flown directly to the Belgian Congo, he has begun an exploration by car of the essential oil producing sections centering around the great Belgian Congo Lake Region which includes Lake Alfred, Lake Kivu and others. Oils of eucalyptus, vetiver and lemongrass are produced there at the present time. From there he will fly to Madagascar and the Comoro Islands for an investigation of vanilla production, ylang ylang, sweet basil, lemongrass, etc. While in Madagascar he will also visit the producing regions of clove and vanilla beans on the east coast. Reunion Island will be his next point of call, where a study of the production of vetiver, geranium and other essential oils will be undertaken.

#### **Max Factor Elects Three New Vice-Presidents**

The board of directors of Max Factor & Co. have elected three new vice-presidents of the company. Davis Factor,

Completing his investigations here, he will fly to South Africa by way of Madagascar, visiting regions devoted to citrus oil production.

By the middle of August he expects to be in Zanzibar, for a survey of the clove industry. From there he plans to fly to Kenya and Tanganyika to study any new developments there and drive through the big game reserves. If conditions permit, Dr. Guenther will visit equatorial West Africa for studies of ginger root, sweet orange oil, and others. He expects to be back in the United States, via Europe, in about five months.

Throughout these journeys, Dr. Guenther is planning to take colored motion and still pictures, which will be shown later on to the trade in a series of lectures.

#### **Marvin A. Hellrung Promoted**

Marvin A. Hellrung was named vice-president of the Eastern Glass Container Division of Owens-Illinois Glass Co.

board chairman, has announced. All present officers were re-elected and the three new vice-presidents are Sidney Factor, Alfred Firestein, and Menache Politi. Both Mr. Firestein and Mr. Factor are also directors of the firm.

**Sidney Factor**



**Alfred Firestein**



**Menache Politi**



#### **Sonic Equipment for Cosmetics Described for Perfumers**

Sonic equipment for manufacturing cosmetics was the theme of an interesting illustrated lecture by E. C. Cottell, president of the Sonic Engineering Corp., at the well attended meeting of the American Society of Perfumers on the evening of May 15.

Four ultrasonic emulsifiers using the fluid-dynamic forces of the liquids themselves to produce the sound waves, instead of generating the ultrasonic energy outside the liquids were illustrated and described. As Mr. Cottell explained the process the liquids to be emulsified are impinged in a jet stream on the edge of a blade which vibrates at its natural frequency of about 22,000 cps. Cavitation occurs continuously in the stream rushing past the blade. All energy is developed and used right in the liquids.

The emulsifiers were recently perfected in England and according to Mr. Cottell all have found acceptance in the



**E. C. Cottell**  
president, Sonic Eng. Corp.

food, cosmetic and other fields. The principle of operation which is used has resulted in considerably less expensive and easier to maintain machines compared with ultrasonic equipment hitherto available he stated. Moreover he added it offers faster and more complete emulsification. Typical applications in cosmetics which he listed are: hair cream, shampoo, suntan cream, massage cream, hand and face creams, liquid make-up and cold cream. He also pointed out the use in emulsifying essential oils for various soft drinks. The emulsifiers are now produced in the U. S.

Pierre Bouillette, president of the Society presided at the meeting and as usual added much good humor to increase the enjoyment of the meeting. August Schwindeman, program chairman, introduced the speaker.

The annual Ladies Night of the Society took place on the evening of June 15 in the roof garden of the Hotel Pierre and as in the past proved to be a thoroughly enjoyable affair.

## HELENA RUBINSTEIN VISITS AUSTRALIA



Madame Helena Rubinstein pictured with Mr. Pettigrew and Mr. Hunt, Directors of The Myer Emporium, recently visited the Far East and Aus-

tralia, where she attended the 50th Anniversary of Helena Rubinstein in the country where her business began. She is now travelling in Europe.

## Werner G. Smith, Inc. Forms Chemical Division

Werner G. Smith, chairman, today announced the appointment of John D. Hetchler to manage the firm's new chemical division. The new division will be located in Cleveland and will manufacture new products which will expand the company's present line of sperm whale oils, fish oils, and core oils.

## Rated Buyer List for Exporters

One hundred twenty thousand (120,000) commercial and industrial firms are listed and rated in the new 1957 Market Guide for Latin America, according to announcement today by its publisher, American Foreign Credit Underwriters Corp., 253 Broadway, New York.

## N. Y. to Host Chemical Industries Exposition

Announcement has been made that the Exposition of Chemical Industries will return to New York after an absence of six years, to be staged for the first time in the Coliseum during the week of December 2-6. The continued growth of the chemical process industries has resulted in some 500 exhibitors engaging space for displays.

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McNerney Products Corp., Los Angeles 23, Cal.  
V. & S. Morch, 4796 Victoria Ave., Montreal 29, Que.



Cosmetician in the new Dodge & Olcott Cosmetic Testing Laboratory checks consistency and "feel" of a series of newly hardened stick colognes. The new lab, designed to accommodate all the

necessary equipment for testing the compatibility of perfume ingredients in total formulation of all types of cosmetics, represents an added service by D&O to the industry.

#### **Dr. Naves Ends Two Week Visit Here**



Dr. Yves-Rene Naves

Dr. Yves-Rene Naves, Director of Research of L. Givaudan & Cie., S.A., Vernier-Geneva, Switzerland, left the United States on May 24 following a two-week visit to this country. During his stay here, he discussed matters of mutual interest with the research and technical staff of Givaudan-Delawanna, Inc. Dr. Naves also reported on the research activities being conducted by the Givaudan organization abroad.

#### **Lecture on "Cationic Surface-Active Agents"**

At a meeting of the Society of Cosmetic Chemists held at the Royal Society of Arts on April 5th, 1957, P. A. Lincoln, M.Sc., M.R.S.H., presented a paper on 'Cationic Surface-Active Agents.' The President, Mr. R. T. Dobson, presided.

#### **Dr. Winston H. Reed Named Aerosol Editor**



Dr. Winston H. Reed

Dr. Winston H. Reed has been named Aerosol Editor of the American Perfumer and Aromatics according to an announcement by John H. Muller, vice president and business manager.

Dr. Reed, listed in American Men of Science, and Chemical Who's Who, is well known as an Aerosol consultant and research specialist, directing these services which the Reed Research Corp. offers to the Aerosol industry on a contract basis. He is the Author of several patents and publications on aerosol production, aerosol propellents and refrigerants. His special field of research activity is thermodynamic properties, flammability studies of aerosol propellents, azetropic systems, phase rule applications, solubility and vapor pressure-composition relations of mixed fluorocarbon systems.

Dr. Reed is most enthusiastic about

the aerosol industry and is confident that research will open up large new areas of application for this new packaging technique.

#### **Helena Rubinstein Wins Beauty Award**

The Helena Rubinstein plant in Toronto was recently one of five industrial organizations to receive an award from the Young Men's Canadian Club in their 1957 campaign to beautify Toronto.

#### **Victor Somer in Europe**

Victor Somer, plant manager for Shulton, is now on an extensive tour of Europe.

#### **Matching Grant Plant of Aid to Education**

A new matching grant program of aid to higher education was announced recently by the Dow Chemical Co. Effective July 1, Dow will match its employees' contributions to educational institutions up to \$100 a year per employee.



Jack Roberts (right), creative director of Carson/Roberts/Inc., watches as Jerry Williams, president of Maromay, does his art work for the award-winning "psychological" campaign. The series was recently awarded a Certificate of Merit by the New York Art Directors.

#### **OBITUARY**

John A. (Jack) Runnels, 64, Southern regional sales manager of Owens-Illinois Glass Co., and one of the most widely known persons in the drug, beverage and food industries, died April 30 in St. Joseph's Hospital, Atlanta, Ga., following a heart attack.

A native of Kosciusko, Miss., Mr. Runnels attended Southwestern College, Memphis, Tenn. Known affectionately as "Uncle Jack," Mr. Runnels had been with Owens-Illinois since 1913.

Mr. Runnels was manager of the glass company's Atlanta branch prior to being named regional sales manager in 1940. He was a member of the Atlanta Sales Executives Club.

# SPOTLIGHT

## News...

**P. Robertet Inc.** is now located in its new offices at 221 Fourth Ave., New York 3, N. Y. The telephone number is Oregon 3-7585.

**Girls Town, Inc.**, one of the numerous social and civic institutions in which Percy C. Magnus is actively interested will profit from a successful dinner dance at the Park Lane hotel, New York, May 8. Mr. Magnus is chairman of the board of the useful institution.

A fruit flavored soft drink is to be launched by the Good Humor Corp. ice cream manufacturer. The flavor base will be offered to regional bottlers.

A new Kool Aid flavor, Golden Nectar, the eleventh in the series, is being launched by the Perkins division of the General Foods Corp.

**A-S-R Products Corp.** is the new name of the old American Safety Razor Corp. to be effective July 1.

Creators of trade marks should produce symbols that not only identify products but help to sell them Alfred Politz told a meeting of trade mark lawyers in Chicago May 16.

A market report on external and internal personal deodorants consisting of 30 pages has been issued by Redbook magazine.

Misleading advertising claims are to be reported to the Federal Trade Commission by a watchdog committee of the American Pharmaceutical Assn.

The lip liner, a neat lip pencil like an eyebrow pencil except that it is red has been launched by Lilly Dache. It is used to draw in a fine line the perfect mouth shape. The line is then filled with lipstick.

All cosmetics under the **R. H. Macy & Co. brand** sold in tubes have been converted to aluminum tubes.

**Colgate-Palmolive Co.** for the fourth consecutive year has made a grant of \$6,000 to Rutgers University for the support of three research fellowships in chemistry.

Over 2,000 executives are expected to attend 50 seminars, the marketing course, the president's round table, the management course for presidents, the cost reduction course and the packaging clinics which have been scheduled for the Summer program planned for July and August at Colgate University under the

sponsorship of the American Management Assn.

Names of new lipstick shades include Tropicana Orange by the House of Tangee; Sugar and Ice by Chesbrough-Ponds; Persian Melon by Revlon; and Coral Ice by Northam Warren Corp.

**Dr. Jerome J. Ross** of Mt. Vernon, New York, has been named research chemist at Shulton's Central Organic Research Laboratory, it was announced recently by Dr. Charles Kline.

**Drychosis** is a new name for dry skin conditions coined by Lady Esther division of the Chemway Corp. which has launched its first dry skin cream. The advertising emphasizes that women need a dry skin cream every month in the year.

**R. H. Macy & Co.** has agreed not to use the name Bufferin on any aspirin other than that produced by Bristol-Myers Co. It may use the name "buffered aspirin" on its own product. This is the final settlement of the suit brought by Bristol Myers Co. against the world's largest department store. Bristol Myers Co. waived damages.

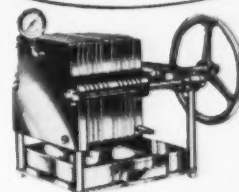
A new graduate program in pharmaceutical sciences will be inaugurated at St. Johns University, Jamaica, N. Y. in September.

**Zsa Zsa Gabor** perfume and cosmetics will soon be available to the public, H. G. Saperstein & Associates, Beverly Hills, Calif. merchandise licensor reports.

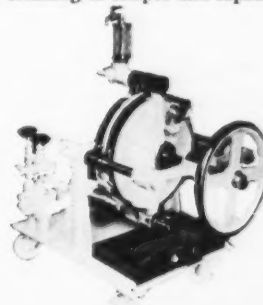
Net sales of **Max Factor & Co.** for the three months ended March 31 climbed 58% to a new quarterly record of \$10,561,933. Net income amounted to \$788,830.

An increase in sales to \$170 million was prognosticated by Elmer Bobst chairman of Warner-Lambert Pharmaceutical Co. for 1957, at the annual meeting of stockholders.

Miami will not be the site of the 1958 T.G.A. convention. Instead the board of directors after consultation with many members followed by a mail vote, changed the place of the regular convention and has arranged to hold it at the Poland Spring House, Poland Maine for arrival Wednesday June 25 and departure Sunday June 29. The annual meeting of the Scientific Section will be held at the Waldorf Astoria hotel New York June 5.



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# PERSONALITIES

**Jean Descollonges** has returned from a two weeks trip to France, where he attended conferences at the head office in Paris and visited the Descollonges plant



Jean Descollonges

in Lyon. Mr. Descollonges was accompanied by his five-year-old son, Steve, who met his delighted Grandparents for the first time.

**Nell Florin** has been appointed associate to Earl Gordon Shields, west coast salesman for the firm.

**Irving A. Schlakman**, chairman of the house committee of the New York Chapter of the Society of Cosmetic Chemists, has been appointed products control manager of The Purdue Frederick Co. of New York, producers of ethical drugs. In his new post, Mr. Schlakman will assume responsibility over production and inventory control of all items pertaining



Irving A. Schlakman

to trade and sample units, as well as literature used by various home office departments. He was formerly associated with Stein, Hall & Co., Inc. where he served as pharmaceutical and cosmetic technical administrator.

**Andre J. Mallegol** has been appointed as a sales representative for Aromatic Products, Inc. in the metropolitan New York and New Jersey areas as well as



Andre J. Mallegol

in eastern Pennsylvania, Maryland and the District of Columbia. Mr. Mallegol has a broad background of experience in this field, having served the trade for the past 22 years. He was formerly technical sales director for Rhodia, Inc. During his career he was also a perfumer at E. I. DuPont and chief perfumer and production manager with Noville Essential Oils.

**Paul R. van der Stricht** has been appointed president of Warner-Lambert International, the overseas division of Warner-Lambert Pharmaceutical Co., according to a recent announcement by Alfred E. Driscoll, president of the company.

**T. S. Nichols** was recently elected by directors of Olin Mathieson to serve as Chairman of the Board. Succeeding Mr. Nichols as president will be Stanley de J. Osborne.

**Maurice Couderchet**, president of Charabot & Co. Inc., New York, N. Y. flew to France June 8 for an eight weeks stay abroad. Much of his time will be spent in Grasse, France, conferring with officials of Charabot & Cie.

**Gerald D. Cohen** has joined H. Reisman Corp. as sales representative.

**Andre Givaudan** left the United States on May 18th after his semi-annual visit to this country. During his stay, Mr. Givaudan visited with his many friends in the industry and attended the meetings of the Toilet Goods Association and the Society of Cosmetic Chemists.

**William H. O'Brien** has been elected vice-president for finance of Shulton, Inc., as announced by George L. Shultz, president of the firm. Mr. O'Brien joined



William H. O'Brien

Shulton in 1953 as assistant controller. Prior to joining Shulton he was vice-president and a director of Raybur Corporation.

**Ben Handelman** has been appointed to the position of assistant sales manager for Charles of the Ritz, commencing August 1, according to an announcement by Robert Emmett Curran. For the past seven years, Mr. Handelman has been a sales representative in the mid-west territory.

**Craig Benson** has been elected as a vice-president of the Campana Sales Co., according to a recent announcement by I. Willard Crull, president. Mr. Benson



Craig Benson

joined Campana as director of merchandising in 1955.

**Christopher L. Kiernan** has been appointed sales manager of Nuodex Products Co., a division of Heydon Newport.

**William S. Fairhurst** has rejoined Albert Verley & Co. as a salesman. Mr. Fairhurst started in the aromatic industry in 1933 as a laboratory assistant for Albert Verley & Co. He left the company in 1937. Mr. Fairhurst was one of the organizers and charter members of C.I.B.S., and later became president of the organization. He has served as secretary-treasurer of the Essential Oil Assn. and has been active in the promotion of the industry.

**Jean Cotte** of Lyon, France will arrive in this country soon for an extended



Jean Cotte

trip, to study American innovations in this field of Dermopharmacie. Mr. Cotte will visit Washington, Miami, Indianapolis, Detroit and Chicago.

**Virgil L. Dickey** has joined the sales force of A. H. Wirz, Inc. This announcement is made by Mark K. Dresden, president of the company. Mr. Dickey will cover the Northeastern states from the



Virgil L. Dickey

New York sales office. Mr. Dickey brings to the Co. thirty years of broad sales and administrative experience in the pharmaceutical and container field, having been employed during that time with both E. R. Squibb & Sons and the Globe Collapsible Tube Corp. in sales, purchasing, manufacturing and other activities.

**Dr. Bernard L. Oser** has been appointed scientific editor of the *Food Drug Cosmetic Law Journal*, it has been announced by Charles Wesley Dunn, chairman of the Journal's editorial advisory board.

**Marc See**, vice president in charge of purchasing and foreign operations for Charles of the Ritz, and a director of the French and English companies, left May 14 on a month's business trip to visit the firm's Paris and London offices and manufacturing facilities. While in Europe he will attend the grand opening of the new Charles of the Ritz salon in Brussels.

**Simone de Reyssi**, assistant manager of Lancome, now has complete sales responsibility for the greater New York area. Madame de Reyssi joined Lancome



Simone de Reyssi

in 1947 and has enjoyed the adventure and fascination of introducing the Lancome beauty products to India, Ceylon, and Venezuela.

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## BOOK REVIEWS

**DAS GROSSE REZEPTBUCH DER HAUT UND KÖRPERPFLEGE-MITTEL**, Second Edition, by Karl Rothemann, Dr. Alfred Huthig Verlag, Heidelberg, Germany, 1956. 592 pages, 6 x 8½ inches, indexed. Price DM 38.

It is seven years since the appearance of the first edition. While the number of pages is a little greater, the size of the book is still the same but better bound.

The pattern followed in the earlier work is the same as in the present one. The volume opens with a discussion of such factors as vitamins, amino acids, hormones, plant juices and extracts, oils and fats.

About 130 pages are devoted to a dictionary of trade and common named raw materials. It is well done.

The next part of the book deals with cosmetic formulation. In the part dealing with depilatories, calcium thioglycolate is not mentioned. A good many patents are listed, however.

The work on shampoos seems to be up to date. Some of the face powder formulas seem to be high in

zinc oxide or titanium dioxide. It is interesting to find rice starch being suggested. This is a very well covered subject.

The main cosmetic classifications are adequately described though quite often they vary considerably from American practice.

The author has added a number of formulations contributed by Gustav Nowak, which appear at the end of the book in particular.

All in all, Rothemann's book is a useful contribution from a man with much and diversified cosmetic experience.—*M. G. deN.*

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## MARKET REPORT



Terpinyl acetate, geraniol and several other articles were in good demand for the account of soapers. Geranium oils likewise shared in the activity with prices scoring advances both here and at primary markets. Buying for the account of the food trade and beverage manufacturers has been slowly increasing with indications pointing to a further broadening in sales with the advent of the summer season. Several of the spice

oils are likely to remain firm and high in price including nutmeg, ginger, and mace. The outlook in citrates and tartrates is particularly favorable, and with only a moderate amount of exportable vanilla beans available in Madagascar, summer requirements are likely to prove sufficient to bring about a rather severe squeeze in bean supplies between now and the fall season.

### PRICE CHANGES

#### Advances

	Current	Previous
Oil Celery	\$15.25	\$15.00
Oil geranium, Bourbon	17.35	17.00
Peanut oil, crude, tanks	0.15½	0.13¾
Copra, coast, ton	155.00	148.00

#### Declines

Cocoa butter	\$0.64	\$0.65
Geraniol		
Extra	3.10	3.40
Soap grade	2.00	2.15
Citronellol	3.60	3.90
Gum Arabic	0.19	0.19¾
Oil citronella, Formosan	0.95	1.10
Oil lime, expressed	6.75	7.00
Oil sage, Dalmation	3.85	4.35
Oil sandalwood	13.75	15.00
Geranyl acetate	2.80	3.10
Corn Oil, crude, tanks	0.12¾	0.13½

(Prices per pound unless otherwise specified)

#### POSITION FIRM IN LIME OIL—

Distilled lime oil remained firm with trade observers believing that prices may possibly go higher over the summer months when consumption, especially in the beverage and confectionery trades, normally reaches a peak level. Behind the generally strong price outlook are reports from Mexico to the effect that collection of the fresh fruit got off to a late start this year, and that pressing will likewise be delayed. Spot prices for expressed lime oil declined 25 cents per pound but the change in price in no way indicated a reversal in the firm trend of the market. Some dealers with reasonably large inventories of expressed oil reduced prices in an effort to reduce their holdings.

#### STABILITY MARKS MINT OILS—

Oils spearmint and peppermint were featured by a steady tone. There were reports of occasional offerings of spearmint at slight concessions but dealers were generally firm in their price views

in view of the overall statistical position of the market. While planting of another mint crop is underway, it is far too early to determine the outcome of coming crops since nature tends to play such an important part both as to quality as well as quantity. It will be several months before distillation of new oil gets underway.

#### GLYCERIN SUPPLIES AMPLE—

Refiners were scouting the world market for additional lots of crude material at a reasonable price but the position in refined material remained unsettled in the face of good stocks which have been running around the 67 million pound figure for many months. Announcement of plans for a second synthetic glycerin plant scheduled to come on stream next March served to have a further depressing influence on the refined market. The additional unit is expected to bring production capacity of synthetic material close to 125 million pounds a year. Disappearance has been running at about 240 million pounds annually.

#### CITRONELLA STEADIER—

Little change was noted in citronella oil from Ceylon but Formosan oil appeared a shade steadier following an extended decline to a new low of 95¢ to \$1.15 per pound. While the factor of overproduction continues to suggest a further drop in prices, some trade factors believe that prices are at or close to a level in keeping with buyers ideas.

#### MINIMUM PRICES ON SPANISH OILS—

New minimum export prices were established by Spanish Trade authorities late last month which served to add further strength to the market. The oils affected included rosemary, fennel, eucalyptus, sage, rue, pennyroyal, thyme and labdanum. The group of oils has displayed considerable strength of late. In some instances the new minimum prices at the primary center promise to result in an upward adjustment in spot values.

#### ORANGE OIL QUIETER—

Trade in orange oil, especially the Californian varieties turned quieter over the past month, with the result that quotas have been increased to some distributors. The strong supply position that existed in the first quarter of the year caused some consumers to build up inventories. Consequently there appeared less pressure on the demand for additional lots over the past month.

#### GERANIOL LOWER—

Geraniol and geranyl acetate suffered a decline over the past month as the result of the downward trend in citronella oil. Extra grade of geraniol was lowered to \$3.10 to \$3.25 a pound while the soap grade dropped to \$2.00 to \$2.25. New and lower prices for geranyl acetate range from \$2.80 to \$3 a pound.

#### TONE STRONG IN ALCOHOL—

While expected advances in ethyl alcohol prices in the first and second quarters of the year failed to take place, the overall statistical position of this basic material suggests that prices will be higher by the end of the year. On the basis of the current rate of consumption, inventories are placed at only about a month's supply. Ethylene, the basic material from which synthetic alcohol is made is being diverted into higher priced items.

#### GERANIUM OILS SCORE GAINS—

Heavy purchases for the account of soap makers in the face of shrinking supplies here and at primary markets resulted in advances in both Bourbon and Algerian geranium oils. Toward the close of last month shipping prices dropped by approximately \$2 per kilo from the high point. Since spot prices had been slow in reflecting the full extent of the advances in shipping prices there was no indication of an immediate drop in local prices. Bourbon geranium oil rose to \$17.35 to \$19 per pound while Algerian oil was quoted up to \$15.50 to \$17 per pound.

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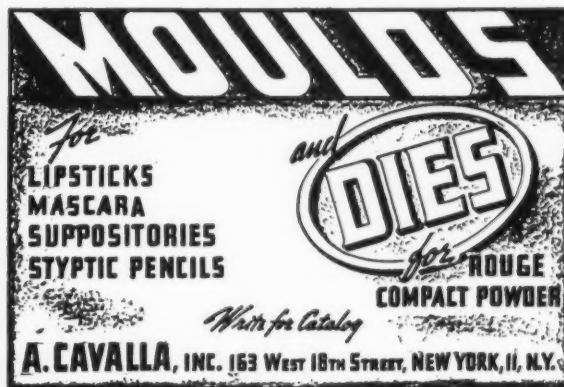
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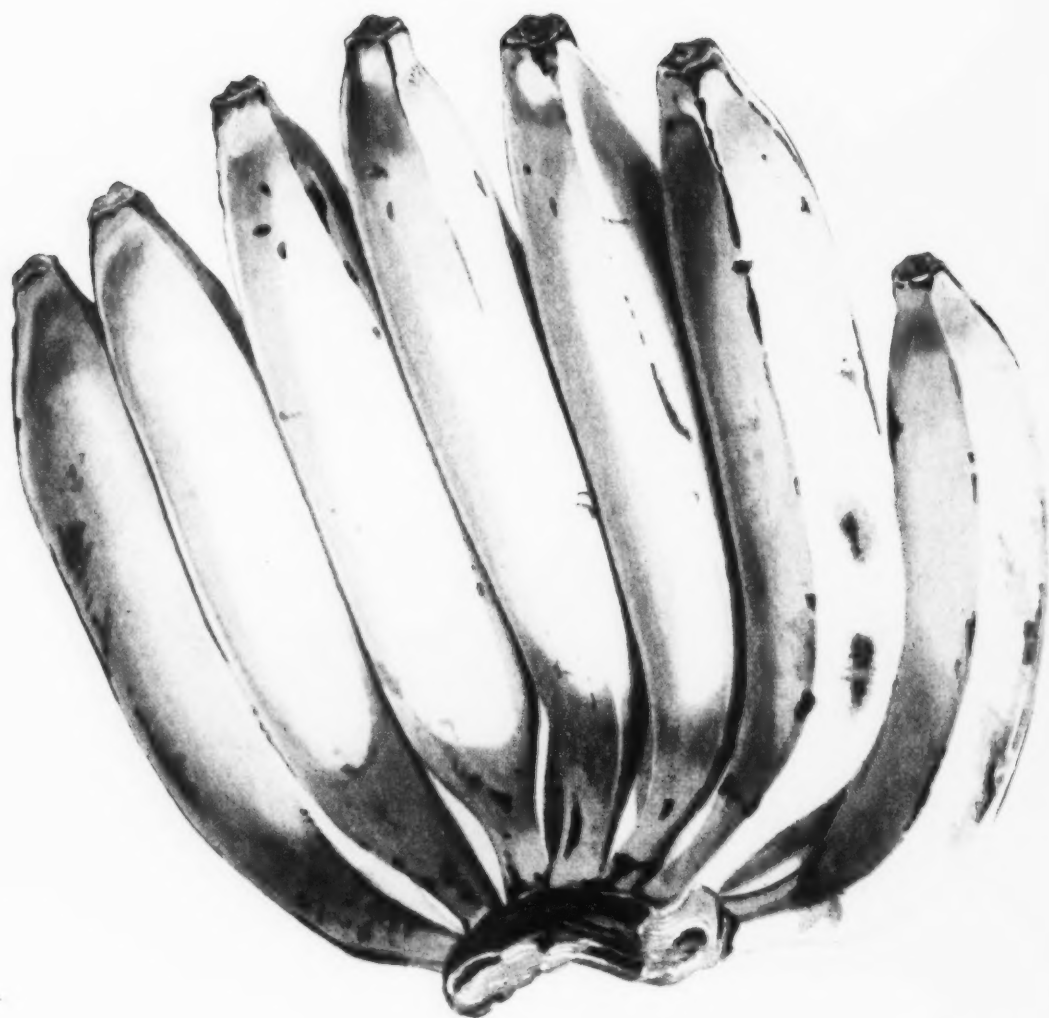
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